



Handout 2 - Leo Fender Timeline

Review this timeline highlighting Leo Fender's life and accomplishments.

1909: Leo Fender is born in Anaheim, CA.

1928: Leo graduates from Fullerton High School. While a student, he managed an amateur radio station and tinkered with building amplifiers and public address (PA) systems. Leo attended Fullerton Junior College, majoring in accounting.

1938: Leo opens Fender Repair Service, repairing radios, as well as selling musical instruments and PA systems.

1946: Leo changes the name of his business to Fender Electrical Instruments Company.

1949: Leo makes a name for himself in the music industry - his Fender guitars and amps are a huge hit!

1950: Fender introduces two electric guitars, the Esquire and the Telecaster.

1951: Leo closes his repair shop to focus on building his guitars and a new instrument, the Fender Precision Bass, an electric bass guitar. Leo also builds the new Fender Bassman Amp during this time.

1954: The Fender Stratocaster, the most popular guitar ever made, is introduced.

1956: The Stratocaster is patented and is wildly popular with musicians.

1959: Fender has grown! The company has 100 employees.

1960: The Fender Jazz Bass is introduced, another electric bass guitar model with different features than the Precision Bass.



1964: Fender introduces a line of acoustic guitars, the company now has 600 employees!

1965: Because of health problems, Leo Fender sells his company to Columbia Broadcasting Systems (CBS) for \$13 million dollars.

1971: Leo and some business partners start a new company, Musicman.

1979: Leo's wife Esther dies. He is devastated and leaves Musicman.

1980: Leo starts a new company, G&L Guitars, with his old friend George Fullerton. Leo marries his second wife, Phyllis.

1985: CBS sells Fender to a group of Leo's former employees and investors for \$12.5 million.

1986: Leo continues his work at G&L and invents several important new features for his guitars.

1989: G&L offers nine different production model guitars and seven production model basses, each available with several options and colors. Leo is 80 years old and still goes to work every day!

1991: Leo Fender dies after suffering from Parkinson's Disease and having several strokes. He was at work at G&L on the day before he died. Leo's passing sends reverberations through the music industry and he is remembered for his contributions to music and popular culture, as well as his brilliant mind and outstanding work ethic.

1992: Leo Fender is inducted into the Rock and Roll Hall of Fame, a monumental achievement for a humble inventor so well known for his creations who actually never learned to play the guitar.