

## SAN DIEGO GUIDEBOOK

# Monument Marks Bay's Discovery

Prepared by San Diego Convention & Tourist Bureau  
Cabrillo National Monument, situated on the tip of Point Loma overlooking the city of San Diego, is visited by more persons each year than any other of the 83 national monuments in the United States.

Designated a national monument in 1913 by presidential proclamation, the

Cabrillo monument commemorates the discovery of San Diego Bay by Juan Rodriguez Cabrillo on Sept. 28, 1542.

Cabrillo's landfall at Point Loma on which the monument is located, and his entrance and landing in San Diego Bay, presumably at what is now Ballast Point, mark the first contact of

Europeans with this part of the world.

The monument grounds, located 400 feet high on a steep and rugged bluff at the entrance to San Diego's famed harbor, affords a majestic view of the ocean, bays, islands, mountains, foothills, valleys and plains which surround the city.

Attendance at the monument reached a new high in 1954 of over 803,000 persons, surpassing that of its closest contender, New York's Statue of Liberty.

In addition to the marvelous view, acknowledged by many as one of the three finest in the world, the grounds contain the Old Spanish Lighthouse, built in 1853, a memorial plaque, and a statue of Juan Rodriguez Cabrillo.

The statue, presented to this country by Portugal, was first dedicated in San Diego in 1942. It was rededicated at its present site on Sept. 28, 1949.

Just 10 miles from downtown San Diego, the monument can be reached by following Chatsworth Blvd. from its junction with Rosecrans St. to Catalina Blvd. and south to the monument site.

The monument is open free to the public daily from 9 a.m. to 5:30 p.m.



CABRILLO MONUMENT: Visited by 803,000 during 1954.

### NO. 1. ATTRACTION

## Cabrillo Sets Tourist Mark Of 827,507

WASHINGTON (Copley Press Leased Wire)—Cabrillo Monument on San Diego's Point Loma last year continued to draw more tourists than any government-operated monument in the nation—including the Statue of Liberty and the famed Gettysburg Battlefield.

The Interior Department's National Park Service reported 827,507 persons visited the Cabrillo Monument last year, compared with 757,468 in 1953.

A total of 797,412 visited the Statue of Liberty in New York Harbor last year and 705,509 toured the Gettysburg Battlefield, the park service said.

## RECALLS HIS 'FAST ONE'

# Fletcher to Visit Cabrillo Sculptor

By JACK NILSON

The man who brought Cabrillo—in a statue—back to Point Loma today was preparing for a visit to the Portuguese sculptor of the famous monument.

The San Diegoan who will extend the transoceanic handshake with the blessings of the City Council is, of course, Col. Ed Fletcher.

His meeting June 5 with artist Alvaro de Bree in Lisbon will be a fitting sequel to a mirthful city drama.

It's firmly planted there now that 14,000-pound image of the seafaring Joao Rodriguez Cabrillo. With stony eyes, it can almost see that sandy point where he made a landing Sept. 28, 1542.

But it was not always thus. It is—at least in the opinion of onetime Gov. Culbert Olson—a kidnaped statue.

If Olson had had his way, the statue would be in Oakland or Sacramento.

But he was reckoning, apparently, without Fletcher's flinty determination. He signed proclamations for the statue's use, while Fletcher got a drayman and a huge crate.

As for the background of all this, de Bree's \$50,000 statue was sent by Portugal to the Golden Gate Fair. In the late '30s, while the statue reposed in an Oakland garage, cracking the cement floor because it was so

heavy, Portugal gave it to California," said Gov. Olson.

"Thanks," said Gov. Olson.

"It's San Diego's," said Fletcher.

Fletcher was Senator

Fletcher was then a state senator. He decided Gov. Olson was playing politics and ignoring history.

No slouch at political maneuvering himself, he got a resolution through the State Senate one drowsy morning.

Having been rebuffed once by the garage owner, a woman, he got together some state papers. Great Seal of California—that sort of thing.

But let Fletcher tell it.

"While we were loading Cabrillo on a truck, the woman started getting telephone calls from Oakland, from Sacramento—everywhere. She was frantic—but we had the statue."

"Thief!" cried Gov. Olson.

"Hot Statue"

"It was," says Fletcher, "a hot statue for a long time. The city of San Diego took custody, then we put it on Navy grounds under guard day and night for two years. Finally, we had it dedicated."

With Fletcher, when he sees de Bree while on a three-month tour of Europe, will be a City Council resolution which extends "sincere gratitude and esteem of the people of San Diego to the people of Portugal, her president, Gen. Francisco Balsemão Craveiro Lopes, her premier, Antonio de Oliveira Salazar, and the creator of the statue."

"Boy, oh boy," the 81-year-old Fletcher says now, looking up at the statue. "I'll have to admit, I pulled a fast one."

March 22/54  
Insurance Leaders

## 'Kidnaper' to Visit 'Father'

A "KIDNAPER," WHOSE ACT OF ABDUCTION won him community gratitude plans to visit the "father" of the personage he stole, but it will be an affable meeting. The "kidnaper" is Col. Ed Fletcher, who snatched for San Diego

from other claimants the statue of Joao Rodriguez Cabrillo that stands at the tip of Pt. Loma. He plans a trip to Portugal, where he'll talk with Alvaro de Bree,

Lisbon sculptor who created the stone likeness of the discoverer, and so has what amounts to a parental relationship to it.

Fletcher will tell de Bree how happy San Diego is to have his work here.

There's no hard feeling on the sculptor's part. He wasn't involved in the rumpus over the statue. He made it and Portugal exhibited the likeness of its native son who landed at Pt. Loma as Euro-

pean discoverer of California, at the San

Francisco Exposition in the 1890s. Portugal made the statue a gift to California.

While others talked about whether to put it in Oakland or Sacramento, Fletcher acted with the aid of a dray-

state senator at the time, he also had some legal warrant, but this was challenged. He got the statue to San Diego, though.

Possession proved a matter of the law, and eventually the 10th ward formally added. Meanwhile, the gre-

stone Cabrillo had been protected night and day, guards and kept for safe-

on Navy grounds.

Sculptor de Bree can be complimented that his work was so much desired so many spots. It fondness counts with a statue, Cabrillo now has a happy home.

And San Diego authorizes Fletcher to thank de Bree and Portugal for their part in providing the community with

a notable decoration.





Col. and Mrs. Ed Fletcher left last night for a 3-month European and Middle East trip during which he will present resolutions of thanks from city and state to Portugal for the gift to San Diego of the Cabrillo statue which overlooks the city from Point Loma.—San Diego Union Staff Photo.

# State, S.D. Join In Honoring Sculptor Of Cabrillo Statue

The state has added its voice to that of San Diego in honoring the Portuguese sculptor of the statue of Cabrillo in the national monument on Point Loma, Assemblyman Luckel said yesterday.

Both city and state have adopted resolutions of thanks and appreciation to the people of Portugal, her president and premier, and the sculptor, Alvaro De Bree.

The man largely responsible for the statue's being here, Col. Ed Fletcher, will deliver the resolutions in person to De Bree on the colonel's projected trip to Portugal June 5.

Fletcher again approached the custodian of the statue before nightfall. Fletcher had the statue on its way to San Diego, he said.

Gov. Olsen publicly denounced Fletcher in the newspapers and accused him of stealing the statue. Fletcher said, however, that he had the statue and would proceed on the theory that possession was nine-tenths of the law.

The statue was first erected at the Naval Training Center. It was dedicated there Dec. 19, 1940. Two years later it was moved to the enlarged Cabrillo Park and rededicated by Rear Adm. Ralston S. Holmes, then commandant of the 11th Naval District.

## PARK SOUGHT Fletcher and Wife Plan Europe Tour

The conversion of the Cabrillo National Monument atop Point Loma into a national park through federal legislation will be sought by Col. Ed Fletcher who left last night for Washington on the first leg of a three-month European trip.

Col. and Mrs. Fletcher will remain in Washington until May 7, the date of their sailing for Europe. During their stay at the capital, Fletcher said he would contact California senators and representatives with the park proposal.

Fletcher will present on June 5 the resolutions from the city and state resolutions of thanks to the people of Portugal and sculptor Alvaro de Bree for the gift of the Cabrillo statue to San Diego. He also carries letters of appreciation from Gov. Knight to the president and De Bree.

Fletcher and his wife will visit Egypt, Israel, Greece, Turkey, Mediterranean, European and Scandinavian countries during their three-month tour.

*Union Sunday Sept 19 1934*

## CABRILLO'S HOMELAND S.D. Couple Visits Portugal

A San Diego couple's recent visit to the homeland of Cabrillo, discoverer of San Diego Bay, strengthened friendly ties between the United States and Portugal, San Diego Portuguese were told last night.

A report of the visit was made by Col. Ed Fletcher before the Portuguese-American Social and Civic Club at its annual banquet in El Cortez Hotel. The banquet commemorated Cabrillo's discovery Sept. 28, 1492.

Col. and Mrs. Fletcher, who made the trip to Portugal, carried with them resolutions from the local Portuguese society, the city and county, the California Legislature, Gov. Knight and the U.S. Park Service. The resolutions were expressions of appreciation for Portugal's gift to San Diego of the statue of Cabrillo on Point Loma.

Col. Fletcher described the couple's 40-minute private conference in Lisbon with Premier Salazar of Portugal. The conference, he said, had been arranged by Robert Guggenheim, U.S. ambassador to Portugal, at the instigation of State Secy. Dulles.

"It was a most cordial reception," Fletcher said. "Premier Salazar was appreciative of this state and nation's response to the statue and sent his greetings to San Diego and the nation."

Fletcher said that during his Lisbon stay, the Portuguese government supplied him with a seven-passenger limousine and an interpreter. He presented the club with books and relics from Portugal.

Honor guests at the banquet were Rep. Bob Wilson, (R-San Diego), State Sen. Fred Kraft, Assemblyman and Mrs. Frank Luckel, Lt. Cmdr. George Girdler of the U.S. Coast Guard and Mrs. Girdler, Mrs. William Paxton Cary, Mr. and Mrs. Edgar Hervey and Mr. and Mrs. Donald Robinson.

Mrs. Cary conceived the idea of a monument on Point Loma, where the statue now stands. Hervey represented Gov. Knight. Robinson is superintendent of the Cabrillo National Monument.

Sen. Kraft presented the club with a photograph of the statue.

## THANKS FOR PORTUGAL Fletcher To Meet Premier

Col. and Mrs. Ed Fletcher of San Diego, who sailed from New York for Europe Friday, will meet Premier Salazar of Portugal and Alvaro de Bree, sculptor, in Lisbon June 8.

The meeting was arranged by State Secy. Dulles, Interior Secy. McKay and Ambassador Guggenheim in Portugal. At the meeting, Fletcher will present to Salazar resolutions of appreciation from the city of San Diego, San Diego county and the state of California for the statue of Juan Rodriguez Cabrillo, given to San Diego by the people of Portugal and the sculptor.

Fletcher also carries letters of appreciation from Gov. Knight to President Lopez of Portugal and De Bree.

The statue, which stands in Cabrillo National Monument at Point Loma, recalls the arrival at that point of the famous Portuguese discoverer Sept. 28, 1492. It has been on display here since Sept. 15, 1942.

The Fletchers will visit Egypt, Israel, Greece, Turkey and other Mediterranean, European and Scandinavian countries during their three-month tour.

## INTO FLETCHER'S ACT Cabrillo Sculptor Thanked

The state today got into Col. Frank Luckel (R-San Diego) Fletcher's act. Fletcher will convey the message.

Recently, Fletcher decided to go to Portugal June 5 to thank Alvaro de Bree for sculpturing the statue of Cabrillo at Point Loma.

San Diego officials had provided Fletcher with a resolution of thanks to hand to the sculptor.

But, evidently "busting out" with friendship for that transatlantic country, Assemblyman Luckel decided to go to Portugal with Fletcher.

Now, it's official — a nice, friendly invitation to Portugal's leaders and sculptor de Bree to visit California.

The resolution includes President Lopes and Premier Salazar in the invitation. It points out that the Cabrillo National Park, Point Loma, has the largest attendance of any national park in the U.S.

Fletcher doesn't have much hope that Lopes and Salazar can come, but he expects to use real persuasion on de Bree.

*TRIBUNE 4-1-34*



# CABRILLO OBSERVANCE RECALLS MEMORY OF S. D. POET-PIONEER

The celebration here this autumn of the 400th anniversary of the discovery of San Diego bay by Juan Rodriguez Cabrillo, Portuguese sailor, has fanned the flame of memory for many old-timers who can recall the 350th anniversary celebration in this port. "And the name most important in my memories of that day," Sen. Ed Fletcher, who was among those present, said yesterday, "is that of Phillip Morse." Mr. Morse came to San Diego in 1868, and before he died in the 1930's had seen his little Mexican village of the early days grow into one of a modern nation's most beautiful cities. In the lumber business throughout his long active life here, he was president of the San Diego Lumber Co. until he retired a few years before he died.

## Explorer Hailed In Morse Poem

When the 350th anniversary of the landing of Juan Rodriguez Cabrillo at San Diego was celebrated here 50 years ago, Phillip Morse, a leading pioneer citizen, wrote the following poem in commemoration of the Portuguese sailors' discovery:

**CABRILLO**  
 "Cabrillo, sailing from the south,  
 Discovered a land-locked harbor.  
 Legend from the records of the  
 City of Mexico.  
 Great deeds obscure the lesser, as  
 the sun  
 Outshines the stars until his course  
 is run.  
 Then, through the embers of the  
 dying day,  
 The evening star beams forth with  
 steady ray.  
 So has the lustre of Columbus' fame  
 Through centuries eclipsed that  
 humbler name.  
 Till, in the afterglow, we catch  
 afar,  
 High in the golden west, Cabrillo's  
 star.

How brief the annals of this man.  
 We learn of him as one may scan  
 Upon a stone in slender phrase.  
 A name, a date, a word of praise.  
 "Cabrillo, sailing from the south,"  
 Past island, gulf and river's mouth.  
 His craft no guiding chart could  
 boast.  
 Upon his right an alien coast,  
 Two thousand leagues of unknown  
 sea  
 Upon his left, yet bravely he  
 Sailed to the north, while on the  
 rim  
 Of southern seas the stars grew dim  
 And disappeared. New planets  
 swung  
 Into his ken; the pole star hung  
 Its constant beacon for his course.  
 The hurricane, with mighty force,  
 Swept down on his rude caravel.  
 Yet never once his courage fell.  
 Yet never once his purpose faltered.  
 So from the south Cabrillo sailed.

O memorable September day  
 When o'er the waters, far away,  
 He caught Point Loma's headland  
 light.  
 Against an azure western sky,  
 And at its feet the narrow way  
 That opened to the landlocked bay,  
 And he sailed in where ne'er before  
 A keel had plowed, while from the  
 shore  
 The wondering savages looked on,  
 Nor knew an empire had been won.

"Phillip Morse was different from most pioneers and business men," George W. Marston, who came to San Diego in 1870, recalled yesterday. "He wrote poetry."

**POEM FEATURED**  
 It was one of his poems, "Cabrillo," that was featured on the anniversary program 50 years ago. Some of those who attended the celebration obtained copies. And Fletcher still has his.  
 "Mr. Morse once told me that when he came here New Town was paying \$1 a barrel for water," said Fletcher, "and the supply was a shallow well near Old Town. The quality was such that first they boiled the water, then they strained it, and then they boiled it again, then they boiled it a third time. That's what Morse said."  
 Mr. Morse did not exaggerate about the price, at least according to Marston.

**WATER COST HIGH**  
 "When I first knew him, we were paying 5 cents a bucket for water, and I am sure it must take at least 20 buckets to make a barrel," Marston asserted. "From the first, Phillip Morse was one of our most beloved citizens, as well as one of those most active in practical matters, such as a good water supply."  
 "He was one of early San Diego's foremost men of culture, a humorist and a poet. I don't believe his poems ever were collected in book form, but many of them were published. He wrote a poem for me on my 70th birthday anniversary."  
 A good business executive for his firm, Mr. Morse never concentrated on money-making, personal ownership, or on holding public office. But he gave his time to fighting for good public schools here, to all types of civic affairs, and to the Republican party.

"Methodists in San Diego now may never have heard of him," Marston commented. "Phillip was once the leading Methodist layman of his local church."

# Cabrillo Statue Not 'Stolen,' Claim Of Fletcher; Legislation Clarified

San Diego, Aug. 13.—The claim that the statue of Juan Rodriguez Cabrillo, discovered by the city council yesterday, was "stolen" from the city by the state legislature, is being clarified by Sen. Ed Fletcher, who introduced the legislation. Fletcher said that the statue was not stolen, but that the city council had no authority to remove it from the state grounds. He said that the city council had no authority to remove it from the state grounds, and that the state legislature had no authority to remove it from the city grounds.

The city council yesterday passed a resolution authorizing the city manager to remove the statue from the state grounds. Fletcher said that the city council had no authority to remove it from the state grounds, and that the state legislature had no authority to remove it from the city grounds. He said that the city council had no authority to remove it from the state grounds, and that the state legislature had no authority to remove it from the city grounds.

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## FROM THE UNION, Oct. 19, 1917

Tons of hay and grain were destroyed in great brush fires raging in San Diego's back country. It is particularly severe in the vicinity of Ramona and has spread to the rich Pamo and San Vicente valleys. Col Ed Fletcher proposed to the San Diego city council that the Cuyamaca Water Co. take over delivery of water to Camp Kearny to conserve the city's supply. Congressman William Kettner is to be the guest of civic and commercial organizations Tuesday at luncheon in the U. S. Grant hotel. It will be the first "meatless" spread of the city's contribution to food conservation.

## FROM THE UNION, MAR. 24, 1917

Announcement of a \$3,000,000 water project for the county was made yesterday by the Santa Fe Co. which plans to build two dams, the Carroll dam near Escondido and the San Dieguito dam. The company with which Col. Ed Fletcher is associated, plans to bring 20,000 acres of semi-arid land under cultivation. Warning that California must be prepared to defend its own coasts in the event of war without assurance of federal aid was sounded yesterday by Gov. William D. Stephens in his first message to the legislature. Representatives of all parts of the county attended a meeting at the chamber of commerce yesterday to form an organization for improving the roads of the county.

## FROM THE UNION DEC. 31, 1922

The board of supervisors adopted a resolution yesterday authorizing the formation of the Santa Fe irrigation district. After many months of backing and filling, the City Council yesterday awarded a \$195,287 contract to the United Dredging Co. for dredging the approaches to the mole pier at the foot of B St. Mayor and Mrs. William Harper of the Coronado Country Club tomorrow. Rear Adm. Roger Welles left yesterday by plane to inspect the submarine base at San Pedro. Building permits for the year totaled \$10,280,910.

# let fletcher wetcher whistle

Down at Civic Center there's a sharp little man who looks after San Diego's complex water problems. He's Shelley J. Higgins of the City Attorney's office. Last week he took a look at the City Council agenda and almost fell out of his chair.

What he saw was an offer by Col. Ed Fletcher to sell several thousand acre feet of surplus water from the San Pasqual Valley watershed to the City of San Diego for some \$60 per acre foot.

Higgins hastily made his way to City Manager Campbell with some facts and figures and Campbell just as hastily gave City Council this

recommendation: Refuse Col. Fletcher's offer.

What water expert Higgins told Campbell:

Under a contract with the State Division of Water Resources, the City of San Diego already owns the surplus waters of the San Pasqual watershed to the amount of 410,000 acre feet of water per year.

In other words:

Col. Ed Fletcher was offering to sell the City water it already owns for a figure almost five times the going rate for Colorado River water. (He later reduced his \$60 figure to \$45.)

City Council refused the offer.

*Tout*  
 August 13, 1930



**Ed Fletcher Papers**

**1870-1955**

**MSS.81**

**Box: 72 Folder: 8**

**California State Senator and Other Republican Party  
Materials - Cabrillo Statue - Newspaper articles in  
regard to trip and presentations - San Diego newspapers**



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