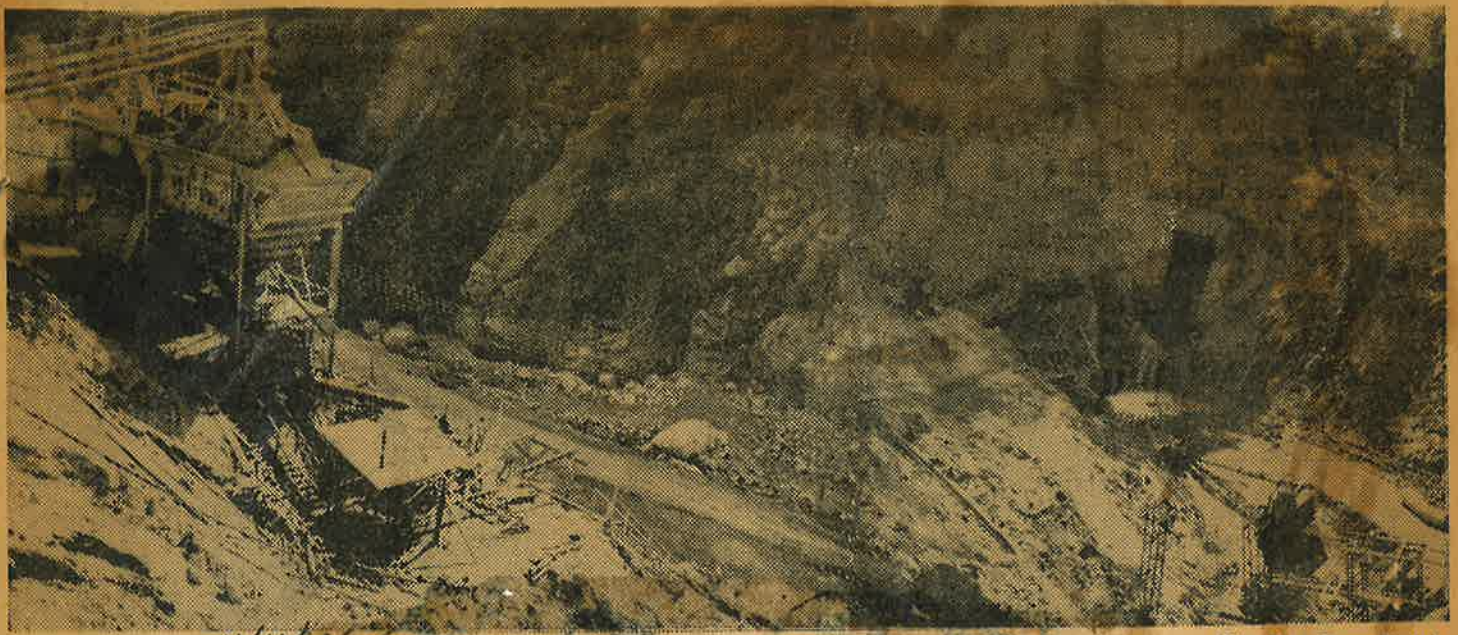


11-11-46



(Star-Free Press Photo)

**IT'S STARTED**—Pouring of concrete on Matilija dam now is underway, as can be seen in the above montage. To the left is shown the batch plant, where Atkinson, Kier, Bressi and Bevanda, contractors, will pump mixed aggregate directly to the dam's "hole," for the laying of concrete forms. The first form, poured

Saturday, is indicated in the above scene by the arrow. The work was done by crane and bucket, but from now on the 500-yard blocks will be filled by mix from the batch plant. The Matilija dam scenes shown above were photographed yesterday.

11/11/46 \* \* \*

### OUR FIRST DAM STARTS TO GROW

**S**ATURDAY, Nov. 9, turned out to be a rather historic day in Ventura county. It saw the first concrete poured on the first dam of any consequence ever to be undertaken in this county.

Now, it is to be hoped, the contractors can proceed rapidly with the construction in Matilija canyon, completing a sufficient base to defeat any destructive rush of water from the coming season's rains and to store some of their run-off for use in Zone 1 during the coming summer.

Soon, Zone 1's second dam, the Casitas, is scheduled to get under way. As time goes on, there will be others in the mountains of our county. Nature has provided us with a heavy average rainfall in the back country, and the steady development of our valleys is going to require that more and more of it be stored for beneficial use.

A beginning has been made. Nov. 9 was its date.

\* \* \*

*Controls are reported off cosmetics. Just judging by the results, we had been thinking all along that they were completely out of control.—St. Louis Post-Dispatch.*

\*

*I am just a wish... best me that ever was; I have told my niece... 't any Santa Claus.—N. K. in Chicago*

12/31/46

# WATER PROVES TO BE COUNTY'S MOST TALKED ABOUT TOPIC

Water became one of Ventura county's most discussed topics during 1946.

Plans for its control, storage and wider distribution were being put into actual operation while the daily consumption increased by millions of gallons. Construction of a dam in Matilija canyon got under way and plans for another on Coyote creek were being rushed. Surveys and studies in the Santa Clara river watershed for conservation were being made for future action while conservation by spreading was being practiced.

## HUGE INCREASES

While population increases throughout the county boosted the average daily consumption of domestic water supplies, increased industrial activity and intensified farming also placed a greater demand on water resources.

In the city of Ventura, domestic and commercial water use during

1946 totaled 1,675,465,396 gallons, an increase of 120,550,396 gallons over 1945, according to city water department figures. Oxnard's average daily consumption jumped from 2,300,000 gallons in 1945 to 2,500,000 in 1946, or an increase of 200,000 gallons per day. Domestic and industrial use in Santa Paula rose from 1,725 acre feet in 1945 to 1,860 acre feet this year.

Increases in water consumption were evident in all sectors of the county and with expanding residential and industrial areas, the problem of flood control, drainage and water conservation were hoisted to the top of the list.

## INDUSTRIAL DEMANDS

Residential and commercial growth brought a greater demand for water. In the rural areas of the county, irrigation demands grew with a noticeable switch from "dry" farming to truck crops and intensified agricultural production.

On top of this demand, came that of packing houses, canneries, quick freezing plants and dehydrating concerns. Some of these new industries used as much as 250 gallons of water per hour in their initial ventures this year. They will use even more during 1947.

Water, an important item in 1946, is expected to demand continued attention as one of Ventura county's top problems in 1947.