

# MAYOR'S MESSAGE

1928-1929



Honorable City Council,  
City Hall,  
Oakland, California.

GENTLEMEN:

*In accordance with the custom of previous years, and as required by the City Charter, I herewith present my annual report on the City of Oakland for the past year, together with such recommendations as I believe would result in an acceleration of our city's progress in ways economic, esthetic, and governmental.*

Oakland still leads.

Condition of retail trade is one of the surest indications of the prosperity and continuing growth of any community, and despite the general country-wide business depression of the year just past, Oakland's average condition has been a most healthy one. For practically every month Oakland led the cities on the Pacific Coast in retail trade, and she has averaged throughout the year among the first three on the list of the few American cities that were able to maintain high business conditions.

It is true that building permits fell from the Twenty Million of 1928 to something like Fifteen Million in 1929, but this decrease of 25 per cent in new construction is insignificant compared to the falling off of building operations in practically every other city of our size or over in America. Locally, too, the decrease for 1929 is a result of what was probably overbuilding in the three previous years. It is significant to note, however, and this subject will be taken up in more detail later, that there was an exceptional increase in industrial construction and expansion.

The City of Oakland has been advertised during the past few years throughout the nation to an exceptional degree. There have been many contributing factors in this favorable publicity. Our airport is world famous, and not only maintaining that fame, but continuing to magnify it. Our harbor development is attracting in ever increasing degree world commerce. Throughout the country Oakland is known to have a new and inexhaustible supply of fresh water from the High Sierras. The great valleys of Central California every day look upon Oakland with increasing respect as a shipping and manufacturing center for their products.

It is natural, then, that our industries and our commerce should show marked development. The following data, approximated from reports submitted by the Oakland Port Department, the Statistical Department of the Chamber of Commerce, the Public Utilities, the Clearing House, United States Post Office, and other official sources of information, reflect Oakland's continued growth with clarity and definiteness. Compared to the 1929 figures I give those of 1916 and 1928.