

# TRY SAN DIEGO FIRST PLEDGE

I do hereby pledge my complete support and assistance to the San Diego Chamber of Commerce's Try San Diego First effort. I believe that by using San Diego's industrial, commercial and professional facilities in my business dealings, San Diego's economy will be advanced to the benefit of all.

I pledge that whenever a decision is to be made for the purchase of goods or services, that I will first make an effort to have these goods or services provided locally, other factors being equal.

*Parron-Hall* CORPORATION  
820 West Ash, San Diego, Calif.  
239-0346

## 50 Years — Parron Hall Office Interiors

By LEAH SWEARINGEN  
Special to the Daily Transcript

Although Parron Hall was founded in San Diego in 1947, its roots extend back four generations to the 1880's when L.B. Herr founded L. B. Herr & Sons in Lancaster, Penn.

Jim Herr, president of Parron hall, is L.B. Herr's great, great grandson and a native San Diegan who spent his youth working in the family business.

Today Parron Hall is one of San Diego's most established office interiors businesses; 1997 sales are estimated at \$14 million. Parron Hall provides office furniture, design services, warehousing and installation to a cross-section of San Diego's businesses and governmental agencies.

Under Jim Herr's leadership, Parron Hall weathered the devastating economic recession of the 1990's without laying off one employee. In fact, more than half of Parron Hall's 40 employees have been with the firm for more than

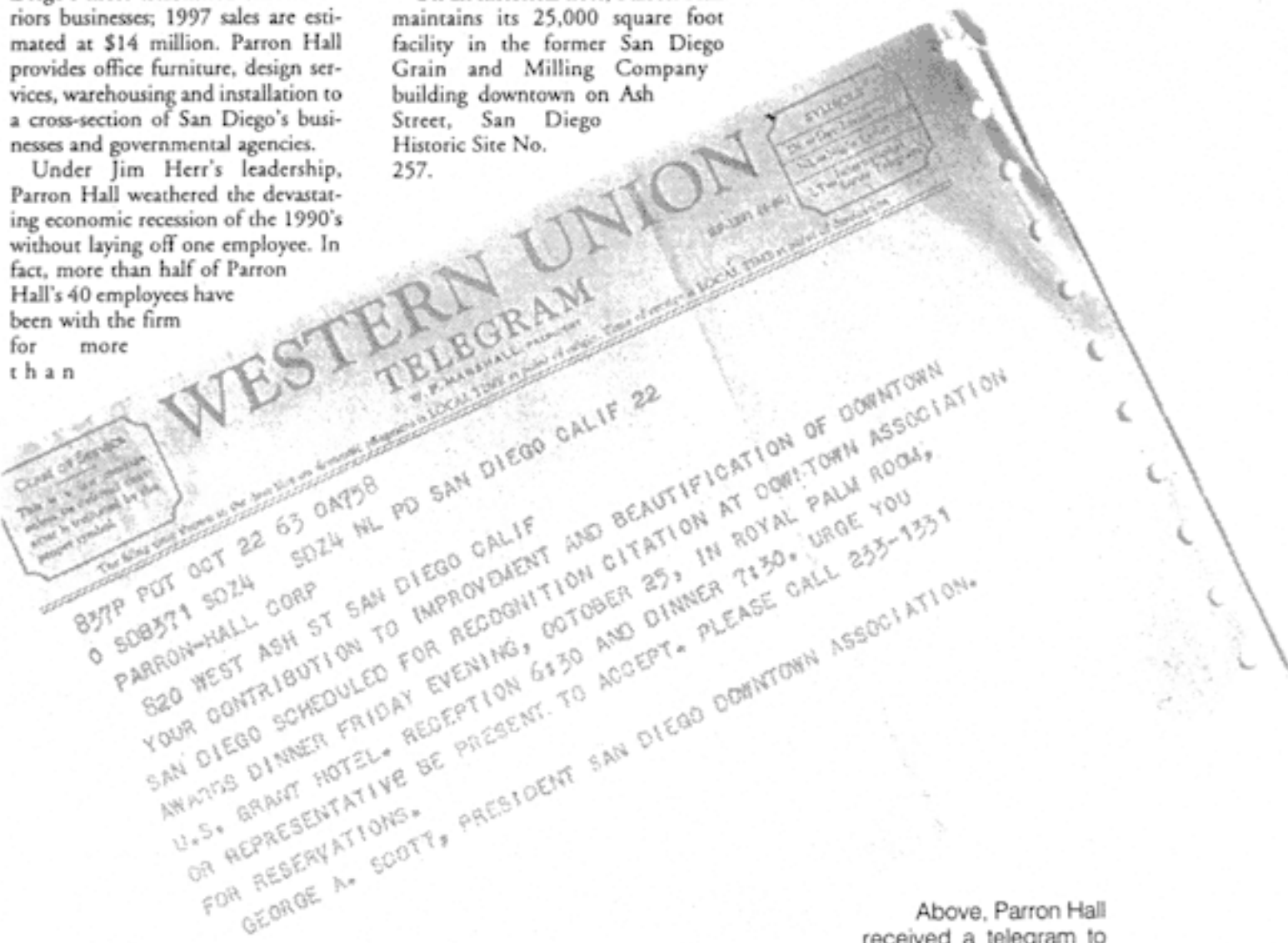
10 years. The company attributes its longevity to long-term client and employee relationships.

Parron Hall has been a devoted advocate of downtown for five decades. Dating back to the 1960s, Parron Hall received accolades from the then-San Diego Downtown Association for "their improvement and beautification of downtown." The firm was also actively involved with the San Diego Chamber of Commerce's early "Try San Diego First" business campaign.

On an historical note, Parron Hall maintains its 25,000 square foot facility in the former San Diego Grain and Milling Company building downtown on Ash Street, San Diego Historic Site No. 257.

Constructed in 1909, the building is deemed significant for its early use in San Diego industry.

Throughout the years, Parron Hall has sought to fulfill each generation's need for comfortable, productive and effective work environments. As it celebrates its 50th anniversary, Parron Hall remains committed to providing San Diegans with quality office furniture and the highest level of professional service.



Above, Parron Hall received a telegram to attend a dinner at the Royal Palm Room of the U.S. Grant Hotel in their honor. Top, Chamber of Commerce members in the late '60s were urged by Chamber president Jack Borchers to pledge their business dollars to other San Diego businesses. The Try San Diego First campaign was chaired by Larry Herr, father of Parron Hall's current president.