

ROY & IDELLA CHASE



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Roy Chase arrived in 1915 as station agent for the Santa Fe depot and soon expanded his duties to postmaster. Later, he was founder and charter president of the Carlsbad Chamber of Commerce and Idella was a charter member of the Carlsbad Woman's Club. Their son Loynal married Fern Sayre and grandson Lewis Chase became a popular city councilman whose support of Little League led to the naming of Chase Field on Harding Street.

SOUTH COAST LAND COMPANY SIGN

Joining the South Coast Land Company, which had brought San Luis Rey river water to town, Chase also started a trucking and construction business while Idella ran a small county library out of their store



CHASE STORE

Chase opened the town's first general store, adjacent to the depot.



CARLSBAD THEATER

Built by Chase Construction in 1927.