Frank Kelley was raised in Indiana and went to college at the University of Indiana, Indiana State University and Columbia University. After college, he came to the Southwest to teach school in Las Cruces, New Mexico, but was called to serve in the Navy during World War I. Upon his return, he headed to Colorado City, Texas, not long after the first oil was discovered in northwest Mitchell County. The great Westbrook Field opened West Texas up to oil seekers of all kinds, prompting Magnolia Petroleum Co. to open a land office in Colorado City. They hired Frank to manage it and oversee the land affairs of an area stretching from Swisher County south to border of Mexico and from Abilene to El Paso. Frank was convinced deep oil could be found in Scurry County, although geologists disagreed, citing all the dry holes that had been produced. But he persuaded Magnolia to drill there and they discovered a tremendous reef formation. Now in an excellent position within Mitchell and Scurry counties, Magnolia Petroleum named the Kelley-Snyder Field after this loyal visionary.