Born in Springfield, Illinois in 1891, Ed Landreth spent most of his youth in Joplin, Missouri. He joined his family’s mine machinery company and, in 1919, ventured into the Breckenridge field looking to sell mining machinery. Instead, he fell in love with the oil business and ended up building one of the earliest gasoline plants. He sold the plant in 1924 but was soon back in production, drilling 60 wells before selling out to Phillips Petroleum. He then began a long career of discovering oil in the Permian Basin, including the Hendricks, Taylor-Link, Penwell, and Hobbs fields, among several others. He was also active along the Gulf Coast. Ed Landreth was one of many who urged oil and gas conservation in Texas. His efforts earned him the Distinguished Service Award from Texas Mid-Continent Oil and Gas Association in 1954. Hines Baker, president of Humble Oil, once called Ed Landreth a man with “the character to withstand both disaster and outstanding success.”