Sam Marshall grew up in Wisconsin and graduated from the University of Wisconsin with a degree in geology. He then attended Stanford where he began his studies of petroleum geology. After graduating from Stanford University, Sam began work in California as a geologist for Getty Oil Company in 1925. With the discovery of the Artesia field in Lea County, New Mexico, Sam was soon dispatched by Getty to Roswell, New Mexico. He drove the state, visiting with oil scouts and geologists, and at less friendly locations, observed with binoculars. In 1926, Sam identified a promising area east of Carlsbad. Landmen acquired the leases, the company drilled and discovered the Getty Pool in 1927. By then Sam had met Don Winston, and excited about the possibilities of the rapidly developing Permian Basin, they formed Marshall & Winston in 1928. The company acquired interests in Lea County, New Mexico, as well as Andrews, Goldsmith, Gaines and Ector counties in Texas. Sam’s son, Bill Marshall, joined Marshall & Winston in 1958 and helped discover the Portal Field. Bill settled in Midland and was elected president of Marshall & Winston after Sam’s death in 1967. He shifted the company’s activities from royalty trading into more active drilling, purchasing promising drill sites that were often successful. During the turbulent 1980s, the company was able to increase its reserves and grow by discovering oil in Concho County. Today, Marshall & Winston operates successfully in Texas, New Mexico, Alabama, North Dakota, Mississippi, and Wyoming.