William “Monty” Moncrief was born in Sulphur Springs, Texas but graduated from high school in Ponca City, Oklahoma. After serving in World War I, Monty returned to Ponca City to take a job in the accounting department at Marland Oil. Realizing there was money to be made in the land department, he became a scout. Eventually, he worked his way up to executive vice president. Even so, in 1929, he left Marland Oil to join the ranks of independents. Monty struck big with a discovery well in the East Texas field and formed Moncrief Oil. The company played a significant role in the Conroe, Hastings, Cayuga, and Rodessa fields. In 1946, a farm-out from Humble Oil on some land in the Cedar Lake Field in Gaines County resulted in nearly 50 producing wells. In 1949, Monty decided to drill in Scurry County and offered golfing friends Bob Hope and Bing Crosby a chance to partner with him. They jumped in, and after only one dry hole, Moncrief Oil drilled 28 consecutive wells, which would become the billion-barrel SACROC field. He died in his office working a deal at the age of 91.