Born in Alvin, Texas in the late 1800s, Arch Rowan left school at age 12 to help support his family. Like his older brother Charlie, Arch served in the military during World War I. After the war, Arch joined Charlie at Humble Oil Co. and began learning about the oil business. In 1923, with the discovery of the Powell Field and the accompanying boom, Charlie received a contract from Humble to drill near Corsicana, Texas. Charlie asked Arch to join him and they formed Rowan Drilling Company. They landed a contract to drill the discovery well for the Wortham Field and met with success. During the next 30 years, Rowan rigs were found throughout Texas, New Mexico and Oklahoma, as well as in the Rockies, the Dakotas, the Gulf states, Alaska and overseas. By 1948, the company had increased its oil production enough to create the separate Rowan Oil Company, which Arch ran. He stayed current with new developments and was among the first in West Texas to use drilling mud. He also used one of the first diesel electric rigs in Hobbs, New Mexico, pioneered the concept of the self-contained drilling barge and developed a means to winterize rigs.