



John J. Kovach
1900 - 1995
Inducted 1993

Johnny Kovach came to Texas as an immigrant from Germany when he was two years old. As a young man he went to work for Continental Supply Company, first as a clerk in Wichita Falls, then as a salesman in Breckenridge—a job he nearly lost when he sold a drilling rig, on credit, to an unknown wildcatter. His bosses were not pleased, but it turned out fine - the wildcatter was Carl Cromwell and his Santa Rita No. 1 well not only came in, but discovered the Big Lake Oil Field. Johnny became top salesman when Continental built their shop at Big Lake and he ended up managing the store. At that time, a store served as a combination post office, information center, and employment agency. Johnny's knowledge of equipment drove his success and he became friends with most of the early West Texas pioneers and wildcatters. He earned nicknames like "Dean of the Oilfield Salesmen" and the "Supply Man's Supply Man." In 1933, Johnny was transferred first to Pyote and then to Odessa to manage stores. Later he moved to Midland as Continental's district salesman and drilling equipment specialist.

