



Benjamin Bates Alexander
1920 –
Inducted 2003

Benjamin Bates Alexander used his ingenuity and keen business sense to turn a small oil well servicing company into a firm known throughout the Permian Basin. Born October 31, 1920 in Guymon, Oklahoma and raised in Lubbock, Texas, Alexander was the youngest of 10 children. The family moved to Lubbock in 1928 when his father found his way into the retail food business.

Alexander attended public schools in Lubbock and graduated from Lubbock High School in 1939. Alexander enrolled in Texas Tech University in the fall of 1940 to study medicine. When his brother was drafted into military service a year later, Alexander was called home to run the family grocery store in Eunice, New Mexico. He met his future wife, Gerry Ann Dunham there. They were married in 1942, the same year Alexander was called to serve in WW II.

Alexander served in the U.S. Army from 1942-1944 as a First Sergeant, infantry and returned to New Mexico where he expanded the grocery business to Hobbs, Jal and Seminole. His two children, Lee Ann and Russell were born in New Mexico.

In 1952 Alexander entered the petroleum industry, founding DA & S Oil Well Servicing with two partners. From only two rigs, the company expanded to 52 rigs and 250 employees by Alexander's retirement in 1986. DA & S was one of the first companies to offer benefits to oilfield hands, which included insurance, savings plans and retirement. It became the largest independent well servicing company in the Permian Basin, with operations in Hobbs, Eunice, Andrews and Midland. Alexander built a reputation for contributing a stable, experienced and qualified workforce to the Permian Basin and for providing a service at a fair price.

Alexander expanded his business holdings into DASCO Land Corporation and DASCO Energy Corporation, which included cattle, lease interests in oil wells, and land for development.

Alexander's interests weren't confined to the business world. In the 1970 politics captured his attention. Not interested in running for office, he put his energy into making sure the right candidates were elected. By 1974, Alexander had built a statewide reputation for raising money and pulling Democrats together. He was elected to serve on the National Democratic Party, earning the respect of government leaders nationwide.

People quickly learned that Ben Alexander could make things happen. He helped organize the United Way of Lea County, served as membership chair of the Permian Basin Petroleum Association and helped establish New Mexico Junior College. Businessman, rancher, political insider and philanthropist, few can match Ben Alexander's handprint that exemplifies the Oil Patch spirit.