Paul Kayser was born on a farm near Tyler, Texas and graduated from Baylor University. He then studied law through a correspondence course from the University of Texas and began practicing law in Houston. In 1928, Kayser took a calculated risk and founded El Paso Natural Gas Company. In those days, natural gas was an annoyance and was typically burned off as a waste product. But Kayser saw a potential for natural gas that few other men of his day saw. He began the tedious process of finding markets for the gas no one wanted. When new regulations forced the industry to conserve natural gas instead of discarding it, El Paso Natural Gas provided markets and prevented massive shutdowns of wells. Its markets in California and Arizona managed their air pollution problems far better as a result of having this clean fuel available. Additionally, El Paso Natural Gas opened up new uses for natural gas as a raw material in the production of chemicals. Kayser served continuously as the executive head of the company until 1965.