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To all Lands in Jefferson County, including Beaumont, Port Arthur and Sabine Pass.

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## UNQUESTIONABLE GUARANTEE

### Your Money Back if We Don't Strike Oil.....

**In Other Words, if No Gusher "Comes In" Your Money Is Returned.**

**THIS IS GUARANTEED BY A RESPONSIBLE BANK.**

Here is an excellent opportunity for investors to avail themselves of an investment that has no element of risk attached to it.

## THE KING OIL CO.

OF EL PASO AND BEAUMONT, TEXAS.

### CAPITAL STOCK, \$300,000

(300,000 SHARES AT \$1.00 EACH AND NON-ASSESSABLE.)

Offers for sale to the general public its stock at \$1.00 per share, and with its chance to become part owner in a corporation that owns oil property situated in a district all surrounded by some of the greatest oil producing wells in the world. **EACH SHARE WILL BE WORTH SEVERAL TIMES ITS PRICE WHEN A GUSHER IS BROUGHT IN.**

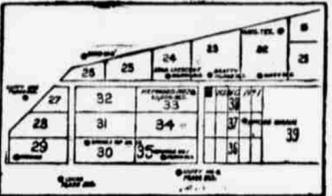
You will notice on the map the exact location of this property; in every direction there is a gusher making its owners fabulously wealthy. It is among the gushers that have been sold for millions.

**WHEN OIL IS STRUCK** this stock will be withdrawn from the market; there will be only 300,000 shares at \$1.00 each sold. The time to secure this stock at any price is before the gusher "comes in"; after that it cannot be bought at any price. It will therefore be necessary to place your order at once for as many shares as you can afford. The directors of the King Oil Co. are men of the highest standing in their different communities. Four of the soundest financial institutions in the South are prepared to vouch for the absolute reliability of this company. We refer by permission to the following banks: THE INTERNATIONAL EXCHANGE BANK, El Paso, Tex.; FIRST NATIONAL BANK of Beaumont; CITIZENS NATIONAL BANK of Beaumont; ROSENBERG BANK of Galveston.

The sale of this stock is for development purposes only, viz: to defray the cost of securing the oil; the land is already secured; when the gusher comes in the well pays for itself every twenty-four hours. This is the first offer ever made the American people where money is returned if oil is not produced.

Send your order for as many shares as you can afford at the low price of one dollar per share; do not let this opportunity slip by. Write for illustrated prospectus. Address all communications to

**W. C. WILLIAMS, Secretary and Gen. Mgr.**  
P. O. Box 343, Room 100 Threadneedle House, Beaumont, Texas.



a low cost, to justify the general substitution of oil for coal on many divisions. The late President Huntington had used oil on many engines in California and found it cheaper than coal before the former was discovered in large quantities.

Since the recent strikes the price of oil has tumbled to such a basis that an official of the Southern Pacific company estimates that there will be a saving of at least one third in fuel, where the substitution is made. The economy may be still greater. The cost of changing the fire boxes and certain other parts of the engines will not be large.

In addition to the substitution of oil for coal, the company will make large expenditures for replacing the bridges along the main divisions and in laying heavier rails. The rails taken up will not be wasted but will be put down on less important divisions.

Plans for financing the new expenditures have not yet been fully determined upon, but it is said that the new bond issue will probably be a short term collateral trust 4 1/2 per cent bonds of 1900, of which \$20,000,000 was authorized, and of which \$13,000,000 is already outstanding. These are secured by the deposit of \$7,174,000 par value of various issues of bonds and \$59,487,000 in stocks of companies controlled. The mortgage provides that other bonds may be issued against the deposit of additional stocks and bonds of companies controlled or acquired up to 90 per cent of the actual cost thereof. The Southern Pacific has still other mortgages under which bonds may be issued for improvements.

Officials of the Southern Pacific and Union Pacific, who were seen about the proposed issue of bonds, declined to speak about the matter, saying that the details of the new improvements had not been fully worked out. One director said that the system is so enormous that \$50,000,000 could easily be spent upon it and none of it wasted.

The gross earnings for the year ended June 30 last are declared to be in the neighborhood of \$80,000,000 as compared with \$64,000,000 last year, and they continue to show a large increase. The officials of the company hope, as a result of the large expenditures to be made during the current year, to get much better net results than were obtained last year.

#### THE WAY OUT.

A "Missourian" Blazes the Only Feasible Trail.

Editor Beaumont Enterprise:

Beaumont, Tex., Aug. 6.

I notice with much interest that a movement is now on foot to create a "Producers' Distributing company for the marketing of fuel oil." Having visited and investigated the important oil producing fields of America and studied the methods employed to distribute the product I can see no other way for small producers, either corporation or individual, to realize a fair market price and secure a regular market for their output.

The producer having moderate capital is severely handicapped in competition with the corporations with many millions. The cost of establishing storage tanks at central points adjacent to a large consuming demand and the plants for distributing and redistributing the oil to the eventual consumer, is too great to be undertaken by the average corporation, not to mention the impossibility of the individual producers' entrance to the field.

He must do one of a few things, all of which are against his best interests. He must sell to the nearest refiner or pipe line buyer at whatever price they are willing to pay; combine with other individuals or corporations and lose his identity completely. If he would escape absorption or confiscation he must of necessity combine with others of his class in the construction of a pipe line to some good market so that their outlet may be enlarged and to a certain extent

#### WILL BURN FUEL OIL

Southern Pacific Preparing to Abandon the Use of Coal

New York, July 31.—It was announced today that the Southern Pacific Railroad company had placed an order for 500 tank cars and fifty storage tanks for immediate delivery. This is the first step toward substituting oil for coal as fuel on the Atlantic division of the system and it is expected that the change will be completed within sixty days.

The oil burners for the locomotives have also been ordered and will be delivered before September.

The work of changing the furnaces of the engines from coal to oil will require but little time and will be done in the company's shops.

The storage tanks will be located at Beaumont, Houston, Lake Charles, Lafayette and Algiers on the Eastern division.

The tanks will be distributed at convenient points on the Texas division between Houston and El Paso. The Houston and Texas Central and Houston, East and West Texas railroads, controlled by the Southern Pacific, will also substitute oil for coal and a portion of the storage tanks ordered will be assigned to those two lines.

The officials of the Southern Pacific are considering the advisability of constructing a pipe line along the right of way of the railroad between Houston and New Orleans and it is quite probable that the project will be carried out. A pipe line would enable the company to handle the oil much cheaper than by rail while it would be of immense benefit to the oil companies operating in the Texas fields.

If a pipe line is built the company will also put on a line of tank steamers to transport the oil from New Orleans to Havana, New York, Philadelphia, Boston and other eastern cities, where it will be placed in competition with coal.

The Southern Pacific steamers, it is reported, will abandon coal and use oil for fuel as soon as the change can be conveniently made.

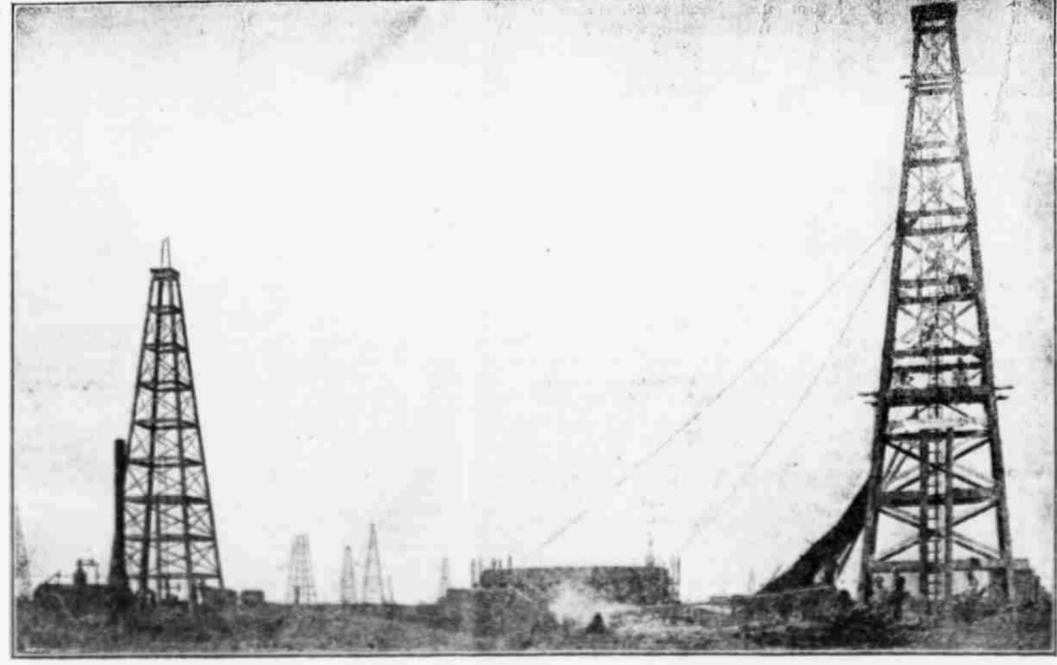
The Southern Pacific company is about to issue from \$10,000,000 to \$15,000,000 of new bonds to be used largely for making the change to motive power on the Texas and California lines from coal to oil, for constructing pipes to transfer oil and for oil properties which the company has acquired or is about to acquire in order to guarantee an abundant supply for years to come.

Officials of the Union Pacific and Southern Pacific companies have held several important conferences since the arrival of President Charles M. Hays in this city, with a view to mapping out needed improvements on the two systems.

Immediate attention is to be given to the Southern Pacific, whose traffic growth has been very rapid and which, in the opinion of the interests which control the company, justifies the expenditure of liberal amounts for improvements and for rendering the roadway capable of hauling the traffic at a lower ratio of expense.

One of the vital weaknesses of the Southern Pacific's operations is the high cost of fuel. The company is at a great disadvantage as compared with the Atchison, for example, and if the former could secure its fuel equally cheap it would mean substantial dividend on Southern Pacific stock.

The discovery of oil in paying quantities in Southern California and Texas was watched with interest by Southern Pacific officials and careful observation convinced them that enough oil could be obtained and at



The Hill Before The Hog g-Swayne purchase.

Each competing buyers. There will doubtless in time be many pipe lines diverging from this market but there cannot be too many. The more pipe lines built the more refineries will be established at various points—outside of the great corporations, the more markets will be open for fuel consumption and the more chance each producer will have to sell his output at fair prices.

It has taken many years and the expenditure of many millions of dollars for the Waters-Pierce company to bring its vast distributing machinery to the present stage of completeness and new stations are opened each year at enormous cost.

There are other companies now in the field who have immense capital in cash and are prepared to actively compete with the established order of affairs and it will be a fight of millions against millions.

As many large consuming and distributing centers as possible must be reached by pipe lines for the prices for which fuel oil must eventually be sold will not justify any other system of transportation.

As many seaports, gulf ports and river navigation terminals as possible must be reached in order that a diversified and broad market may result. There is only one way to solve this problem—build pipe lines.

The J. M. Guffey company today has a large outlet by ocean tank steamers and barges as well as a great number of tank cars, has its own pipe line and is quite independent of all outside supply, controlling as it does eight gushing wells, to say nothing of contracts for a portion of the output from several wells not owned by them.

The log of Spindle Top shows 8 wells for the Guffey company, 3 for the Heywood company, 2 for the National Oil and Pipe Line company, 2 for the Higgins company, Ground Floor 1, Hog-Swayne 1, Pine 1, Spindle Top company 1 and the Lone Star and Crescent company 1.

Let each of the smaller producers figure for himself or his company, where he stands in competition with the larger producers and what his chance is for doing a profitable business in competition with the millions under their control in view of the fact that they have an abundant supply from their own wells.

It is not merely a question of contributing a few thousand dollars each to a company whose capital shall be a million dollars, but it is a

proposition that means that many millions must be raised to provide a profitable market and it will be found that treasury stocks cannot be sold for a better purpose than to secure stock in the vehicle that is to solve the questions of freedom or slavery—profit or loss.

If there is any way out of the difficulty than the wholesale banding together of the smaller producers and the quick construction of ramifying pipe lines to many markets, you'll have to show me.

The Man From Missouri.

#### THE STAR AND CRESCENT STAND PIPE.

The first effort to harness the power of the gusher and make it do something more than carry the oil to the surface is being made by the Lone Star and Crescent Oil company.

Without exception, all the gushers in the field, twenty in number, deliver the oil in storage tanks but there the usefulness of the enormous power stops. The Star and Crescent Oil company is building a stand pipe 60 feet in the air and the gushers will be turned into the top. This will give them a column of oil sixty feet high, which will have sufficient force to deliver the oil through their pipe line into the city and loading racks in the railroad yards. Their pumping station on the pipe line running from the field to Sabine Pass will be located one mile below the well and oil will be delivered there through the same source.

There is nothing impracticable about the scheme and Manager Greeves believes that they will have oil flowing from the stand pipe to the city some time during the coming week. The Star and Crescent gusher has as much strength as when first opened up and it will easily lift the oil sixty feet above the surface. All other companies who are now producing use pumping stations to handle their oil and the success of the Star and Crescent may cause others to follow their example. The powerful force of the gusher is spent against the walls of the big storage tanks—and is lost. The stand pipe is a comparatively inexpensive scheme and will not require the attention of engineers and expensive pumps. The well can be allowed to stand open and when a car of oil is loaded the stand pipe will be replenished instantly.

A great many have predicted that the force of the gushers would diminish in a short time, which had a tendency to discourage anything in the order of a stand pipe. It has proven merely guess work on their part and only where wells were not properly finished has there been the least variation in the flow. Where the casing did not properly connect with the cap rock and allowed to stand several weeks, the sand in several cases settled in and made it necessary to ball out until the force was sufficient to blow out the sand and rocks. With all the oil that has been taken out and the numberless gas pockets blowing out until exhausted the flow has not diminished a particle and the Star and Crescent's scheme will undoubtedly prove a success.

The Cattleman's company have contracted for one 37,500 barrel tank of Coby & Sons, and will put in a pipe line, build other tanks, and develop their business as rapidly as possible. Manager Woodson will return to his home for a while and the management of the company will be assumed by T. W. Lane and C. M. Kemp as assistants.

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