



Welcome to

GULF INSURANCE GROUP'S

Fuente de Reposo

(Fountain of Rest)



HEMISFAIR'68®

The Gulf Insurance Group of Dallas, Texas, is the Official Insurer for HemisFair'68, providing millions of dollars in insurance coverage for the Fair and many of its exhibitors and visitors.

Gulf's insurance coverage includes General Liability, Automobile, Fire and Extended Coverage insurance on Building and Contents, Business Interruption, Mercantile Open Stock Burglary, Money and Securities, Fine Arts and other Inland Marine coverages, Workmen's Compensation and Employers' Liability, Fidelity and Surety Bonds, Contractor's Performance Bonds and Customs and Immigration Bonds.

How do you become the Official Insurer for an International Exhibition?

To begin with, you build a reputation for sound financial stability, fast, fair claim service, sound underwriting and expert safety engineering. Then, you demonstrate your competency to write every type of fire and casualty insurance coverage. Finally, you offer that coverage at a sensible competitive rate. (An interesting note: A pool of 52 companies was organized to provide the insurance for Expo '67, at Montreal, while only one company — GULF — was chosen and needed to provide similar insurance for HemisFair'68!)

How do you manage such an enormous undertaking?

It takes a lot of talented, experienced manpower. Beginning early in 1967, Gulf established an eight-man HemisFair Committee composed of the Senior Vice President of Sales Operations, the Underwriting Manager, and Directors of every major department within the Company. Meeting twice a week, the Committee solved the complex problems involved in the HemisFair assignment.

From the same date, Gulf has maintained a top-level team of liaison executives, safety engineers and claims

specialists in San Antonio. Working with and through Gulf's local Independent Insurance Agent, this team has managed matters "on the ground" and has served as insurance consultants to all of the HemisFair exhibitors.

As Official Insurer for HemisFair'68, the Gulf Insurance Group has created one of the most comprehensive insurance programs in the state's history. For the six-month duration of the HemisFair, Gulf will prove the worth of that program through the Gulf tradition of continuing service. Gulf has and is demonstrating its ability to provide complete commercial insurance protection and service for this tremendous operation.

A local Gulf Group Independent Insurance Agent can help provide this same excellence for your business or personal insurance needs. See an Agent in your community representing the Gulf Insurance Company, the Atlantic Insurance Company, the Select Insurance Company, the Gulf Atlantic Life Insurance Company or the Western Security Life Insurance Company, all a part of the Gulf Insurance Group.





REPRESENTING



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