

No minutes are lost in his day  
yet he knows when to rest for thirty.  
He reckons his time in rands and cents,  
but people are valued in different terms.  
His undertakings loom large in the country  
and his decisions are telling.  
When he talks money matters, others listen.

*Do we suppose that we can  
replace him, and others like him,  
with life assurance?*

*No.*

*But we can aid him in the  
achievement of his plans, protect  
his family's livelihood.*

*And this we do.*

**SANLAM**  
*life assurance  
serves by protecting*



*Mr. Peter Hartzberg, a well-known Johannesburg businessman,  
discusses his life assurance with Mr. C. P. Mentz, a group  
liaison officer of Sanlam, Johannesburg.*