

Mr. C. S. V. Branch.

The Manager of the British Columbia district for the Sun Life Assurance Company of Canada was born at Monserrat, in the British West Indies, just thirty years ago. As a matter of course he was sent to England for his education, which he received at the Atherstone Grammar School and Denstone College. While still in his teens he went to Porto Rico, where he spent over two years in the office of a large commission house. In the year 1890 he came to Canada to fill a position in the Head Office of this Company, which he held until September, 1896, when he was appointed cashier of the British Columbia agency. Not long after the position of manager became vacant, and Mr. Branch was promoted to it. The appointment has proved an excellent one in every respect, the different interests of the Company being well cared for under his direction.



"Prosperous and Progressive" is synonymous with the Sun Life of Canada, and its annual statements are the best proof of the claim.

—Spectator, N.Y.



"A sailor going to the sea, his wife desires the prayers of the congregation for his safety." Such was the message as given to the parson. It was read out in the church like this:—"A sailor going to see his wife, desires the prayers of the congregation for his safety."



Persistency Wins.

Persistency is characteristic of all men who have accomplished anything great, says the Detroit Free Press. They may lack in some other particular, may have

many weaknesses and eccentricities, but the quality of persistence is never absent in a successful man. No matter what opposition he meets or what discouragements overtake him, he is always persistent. Drudgery cannot disgust him, labor cannot weary him. He will persist, no matter what comes or what goes. It is a part of his nature. He could almost as easily stop breathing. It is not so much brilliancy or intellect or fertility of resource as persistency of effort, constancy of purpose, that gives success. Persistency always insures confidence. Everybody believes in the man who persists. He may meet misfortunes, sorrows and reverses, but he will ultimately triumph, because he cannot be kept down. "Does he keep at it—is he persistent?" This is the question which the world asks about a man. Even a man with small ability will often succeed if he has the quality of persistence, where a genius without it would fail.



When Death Comes

Life assurance is

A rift in the clouds ;
 Sunshine through the rift ;
 Condolence coined into cash ;
 Glad news in a sorry season ;
 A friend in need who is a friend indeed ;
 The ripened fruit of remembered duty ;
 A halo of glory about the vacant chair ;
 An answer to the prayer—"Give us
 this day our daily bread ;"
 An echo of Holy Writ, "He relieveth
 the fatherless and the widow ;"
 A creator of wealth, a defender of
 home, a provider against want ;
 A will which needs no lawyer to make,
 as none need try to break ;
 A conserver of estates, when involved
 or closely invested ;
 A monument to memory far more
 honorable than marble shaft of granite
 pillar.—The Underwriter.