



MR. C. S. V. BRANCH,

Manager for Eastern Pennsylvania, Philadelphia.

Mr. C. S. V. Branch has been appointed manager for Eastern Pennsylvania, succeeding Mr. W. A. Higinbotham who, as announced last month, comes to Head Office.

Mr. Branch has had all of his life assurance experience with the Sun Life of Canada. He joined the Head Office staff in 1889, when there were at that time only eight or nine clerks there. After working in several departments at Head Office he was sent to British Columbia in 1896 to open that agency. His experience there was unique inasmuch as he opened and developed the agency at a minimum expense. The

business he brought to the Company was of an exceptionally high quality as will be noted from the fact that the average lapse ratio in his eleven years management of that agency was under ten per cent.

In the beginning of 1908 he was promoted to the position of General Manager for the Republic of Mexico, where he did excellent work.

Mr. Branch is an indefatigable worker, and a firm believer in organization. We therefore expect from him, in this important agency, perhaps the greatest work he has yet done.



Sun Life of Canada.

Ten Years Ago and To-day.

Income :

1898	\$2,327,913.60
1908	\$6,949,601.98

Assets (exclusive of uncalled capital) :

1898	\$ 8,231,911.81
1908	\$29,238,525.51

Life Assurances in force :

1898	\$49,693,405.65
1908	\$119,517,740.89



ALBERTA—Fall Wheat on Mr. P. J. Roberts' Ranch, near Macleod.
The yield on this ranch last year was 57 bushels to the acre.