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**GUSTAV SENN †**

On April 30th, a few days before his 61st birthday, Mr. Gustav Senn died in Congleton. Just when Spring entered the countryside, spreading beauty over the land in such abundance, the grievous news struck us.

In Mossley Church on May 4th a large assembly bade farewell to him and our hearts went out to his wife, his two sons and the three grandchildren.

Gustav Senn was born on May 7th 1896. At the age of eleven he lost his father and life taught him thus early on to fend for himself. After leaving school he spent happy months at the University of Neuchâtel, following courses in history and literature, his favourite subjects.

Already in 1914 he entered the family business of Senn & Co., Basle, ribbon manufacturers, and 1928 found him at its head.

His military career started during the dark days of 1915 and many months were given to the service of his country in the Basle Battalion "54". He was promoted to 1st Lieutenant and in 1926 became Adjutant. His sense of duty and

thorough grasp of conditions made him a most capable aide-de-camp and very popular officer.

In spite of his many duties he found time for recreation, and happy memories were cherished from mountaineering, hockey and skiing days. In later years tennis became a lasting favourite.

Our local contact with Gustav Senn goes back to the middle 'thirties when a beginning was made with the factory of Selectus, Ltd., Biddulph, Staffs., a concern of premier importance in the ribbon world to-day.

The sombre and difficult days of the war were yet another challenge to him, but unsparingly and tirelessly he battled against possible concentration, overcoming supply and staff shortages and emerging strongly entrenched. It was, however, a happy day for him when his elder son Peter decided to join the firm and our thoughts are with him who now takes over this difficult and responsible task.

Although a strong supporter of the Rotarian movement, he took a great interest in the life of the Swiss Club and the Swiss Relief Society, Manchester. Who will forget his wise counsel and his forceful, patriotic address as President of the Swiss Club on the occasion of the Centenary Celebration in 1950?

Yet in spite of this diversity of interests his firm, his creation, represented the first charge, and though the first signs of the breakdown in health must have been a cruel blow, enforcing slower speed and shorter hours, it enabled him to return to some of his earlier loves, his books, on history, Swiss and English, on the conquering of mountains, biographies of men. He was a great admirer and connoisseur of old furniture, fine old rugs, and an expert on stately clocks. He was a gifted linguist, a charming host and companion, a much beloved husband, father, grandfather and true friend.

We shall miss you deeply Gusti and we thank you for what you were. We shall always remember you.

*M.E.L.*

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