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The Manageress Elna Sewing Machines  
Ms Eleanor Schmidenberg

Dear Madam,

Congratulatulations on Elna's 70th Anniversary ! 70 Successful years !

On this occasion, may I take this opportunity of introducing myself as a very long-time and faithful customer !

I too have an "Elna Celebration"! 60 years in fact ! I am in my 79th year and when I was 18 years old, studying to be a Domestic Science Teacher" (Houshaltlehrerin), I got an Elna machine, the "green-job" with the kneelift remover from my 'tante Thea Holborn' !

I was in my element ! The only student with her own machine! I taught for several years but don't know how many schools used Elna machines, however, I do know that Blairgowrie High School at that time used them.

My old machine was upgraded to an Elna TSP, on which our 2 daughters learnt to sew. Our eldest daughter (now deceased) also became a "Home Economic's Teacher" and owned her own Elna Machine and promoted them whenever the opportunity arose. (Like Mother, like Daughter !)

Then came my 50 Year Jubilee machine ! During that time, I was teaching adults dressmaking and tailoring.

My enthusiasm took me further in that I did an 18 month research into Interfacings with Freudenberg Vilene (Cape Town), Bonar Staflex (Durban) and Stroud Riley (Port Elizabeth) resulting in 3 hour Seminars at Universities, clothing colleges, schools etc. In this manner we were able to

purchase suitable and sophisticated interfacing that made our products prima !...Indeed ! My Elna machine has always accompanied me on these seminars. Throughout the years the assistants at my Elna Branch enthusiastically assisted me with new "feet ", ideas and a warm welcoming greeting !

Thereafter, came my SU-Model which I passed onto our younger daughter and replaced it with my present 9000 Model... which is just great...but...I still have to use the TSP when I have to do bias-binding on garments, (perhaps, if it had a 'foot adaptor' I could've used alternative feet from the TSP or others which I got from America some years ago.) I still use the TSP when teaching younger girls to sew.

Last month our younger daughter was anxious to upgrade her SU, so I organised the purchase of the 6200 Model now during your 70th Anniversary together with all the feet that could go with it (adding to it another +=R1100.00)

Needless to say, I still have the Elna 5 Thread Overlocker, the Elna Press and the 170 Elna steam press.

With the exception of the 'green' machine I still have all my machines ! And.....still sewing on my Elnas!

How's that for an "Elna Fan" ?

Kindest regards and congratulations again !

Ilse Morgan.