



Upholstery workers
at the Morris
factory in the 1950's

The making of a car seat - The Lace Web Spring Company - Nottingham

A small torn tag attached to the springs on the rear seat of my 1936 Morris 8 Tourer tells a story. It is a story about a company that lasted over 100 years, located in Nottingham, England but, like many companies was eventually bought out by a multinational. In this case Magna International - an American company, with a specialist seat section based in a number of countries including India, and still manufacturing car seats today.

The Lace Web Spring Company was located in Sandiacre, Nottingham. It not only manufactured springs for car seats but also manufactured springs for furniture and for mattresses. At times the company worked closely with the Buoyant Upholstery Company - even sharing playing fields next to their factory and a director of the company.

There doesn't appear to be much information about the company and its seat making role... but the research continues...



Upholstery workers at the Morris factory in the 1930's

<http://imageweb-cdn.magnoliasoft.net/motormuseum/fullsize/1193780.jpg>

A long-felt want, comfort and ease in cushions for Motor Cars and Carriages, see the illustration opposite. This is what one of the largest Motor Car manufacturers writes us: **"THERE IS NOTHING TO EQUAL THESE SEATS FOR COMFORT AND DURABILITY."** Made in any size or shape, over 1,600 have been supplied to one of the leading Motor Car manufacturers during the last six months.

We supply spring cushions and backs of any shape or depth required. The usual spiral springs are employed, on the top of which is placed a fine flexible wire web, which forms an excellent foundation for the upholstery. In the ordinary Motor Car seats far too little depth is allowed for the springs, some, indeed, being upholstered with hair only. By cutting through the seat boards into the well beneath, we were able to get about 9 inches of depth for the springs without making the complete seat too high—a common fault in Motor bodies. Spring backs and edgings were also fitted of the same material, and the whole covered with a thin layer of hair and leather. The result is, that bodies which in the ordinary way would have hard and uncomfortable seats, are rendered so luxurious that lady passengers ride for many hours at a considerable speed over all kinds of roads without experiencing any discomfort. We give an illustration showing how simply this improvement can be carried out, either with or without extra deep seat cushions made to fit into the well. The expense involved in such an alteration is so small as to be well worth incurring for the sake of the extra comfort, for there is nothing so tiring as continual jolting and hardness of seats, especially on a long journey. In this matter, as in others, body builders do not sufficiently study the special conditions, and are rather prone to follow ordinary carriage practice, without taking into account the difference in speed and consequent accentuation of all road shocks.



Wholesale Agents for Scotland—

LAWRIE BROS , 52, West Howard St., Glasgow, and 1, Lady Lawson St , Edinburgh.

*Write for Samples
and Prices to the*

LACE WEB SPRING MATTRESS CO.,

Springfield Works,
Sandiacre, Nottingham

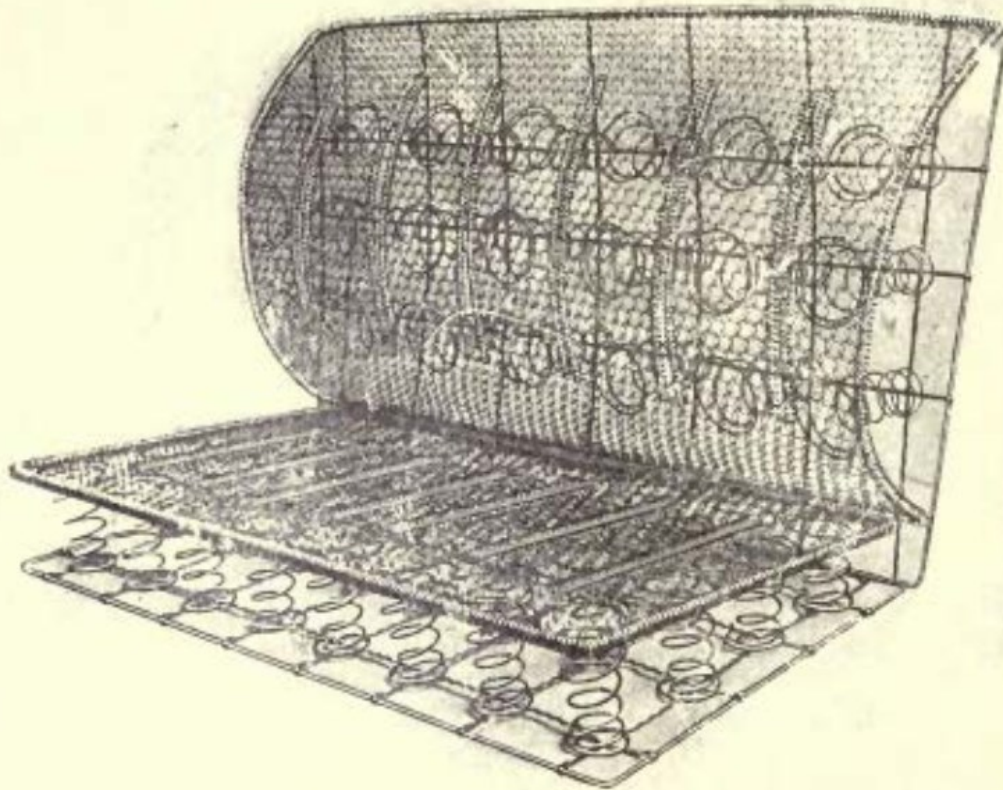
<http://www.gracesguide.co.uk/File:Im0804CWAJ-Lace2.jpg>

The LACE WEB SPRING MATTRESS CO.,

SANDIACRE, Near Nottingham.

Telegrams—"LACE WEB, SANDIACRE."

Telephone—33 SANDIACRE.



LACE WEB

Patent "D.W." Type Cushion and Back.

This class of Cushion and Back is specially designed to give a greater amount of elasticity to the Springs, thus rendering the Seat and Back more easy and luxurious without reducing the strength of the Springs. These Cushions are unequalled for Comfort and Durability.