NUFFIELD INTERNATIONAL
FARMING SCHOLARS

NUFFIELD
The Man

and

NUFFIELD CREST
Keeping the Record Straight

By Caroline Nixon

Introduction

The ethos of any "not for profit" organisation owes a lot to the character of its founder, in our case, William Morris, who was later to become Lord Nuffield. Nuffield Australia is very grateful to Caroline Nixon, who has taken the trouble to research the life and work of Lord Nuffield and to summarise it so that Nuffield Scholars may better understand the ethos of our organisation.

Nuffield the Man was written over a period of time and the early chapters have been printed in recent Scholars Directories. This booklet is the first publication of the completed text. Caroline has also written the story of our Nuffield crest, a now well-recognised symbol, and this is to be found at the rear of this booklet.

Nuffield would not be the great organisation that it is without people being passionate enough about it to look for ways in which they can contribute.

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NUFFIELD
The Man

To Start With

From the early days of the 20th century the name Morris was as much a household name in Great Britain as was Holden in Australia. Since its foundation in 1910 by the manufacturer and industrialist William Morris (later Lord Nuffield), the *Morris Motor Company* was to launch some twenty five different models of Morris cars on the motoring public. A factory was opened in 1913 at Cowley, Oxford, and William Morris's entrepreneurial

skills as a bicycle maker transferred to the manufacture of motor cars. By the forties, fifties and sixties many post-WWII families were the contented owners of such models as Morris Oxfords, Morris Cowleys, Morris 1000 Travellers and the ubiquitous Morris Minor. In his book *Nuffield A Biography* Martin Adeney tells us that in fact its designer never particularly liked the Morris Minor, however its immense popularity, longevity and recent rebirth leaves us in no doubt that it will feature amongst the all-time greats of the motor industry.

Although born in Worcester in 1877 William Morris, one of seven children, actually grew up in the countryside and outskirts of Oxford occupying summer days with walking, fishing, and cycling the neighbouring villages. Industrial life in Britain was advancing rapidly and embracing the modernization of industry and widespread education for all. Morris's father, Frederick Morris, had travelled and worked widely including Canada, and records show that working class occupations and modest lifestyle were the hallmarks of William's forebears. However, this was not the image Morris himself welcomed and he went to considerable lengths to cultivate a more impressive family tree and to portray in later years the dapper, well-connected image he regarded as commensurate with his success. Aspirations and petty vanities are frequent companions of ambition – they are also a small price to pay for the brilliance and determination that leaves society a legacy of unequalled opportunity.

At fourteen he mounted his first bicycle, a penny-farthing, and Morris's love of this activity reflected the public's

growing craze for cycling. Names such as Rudge and Raleigh were but two cycle brands on the move. At fifteen and a half, his father's health failing, young Morris was apprenticed to a cycle maker in Oxford at five shillings a week. By seventeen he was tapping in to the undergraduate army of cycle riders and by seventeen he was not only repairing cycles but selling his own model. He excelled in cycle racing and competed widely. He did well equally at short and long distances and over the following years won about a hundred championships. The local press stated that *Morris has stamped himself as one of the finest riders ever produced in Oxford*.

Entering the blossoming car industry was out of the question at that stage, he simply did not have the capital but a shrewd business sense and a sturdy cycle frame allowed him to mount a single-cylinder one-and-three-quarter horsepower home-made engine. Thus he entered the motorcycle business in the March of 1902. He was then to join forces with a Joseph Cooper, a fellow cycle maker in Oxford, at the same time opting for the purchase of engines from the French manufacturer de Dion. Morris's partnership with Cooper seems largely of a financial nature and Morris continued to work every hour God sent. The Stanley Show in Islington London was regarded as the pinnacle of motor-cycle exhibition and, despite near exhaustion with work and the journey to the show, Morris made it to the arena with only minutes to spare. His combination of counter shaft chain drive and three-speed with a clutch were a hit.

Sadly, his partnership with Cooper had not been proceeding comfortably. Morris regarded Cooper as too cautious and the defining moment came when the latter decided the purchase of one machine at a time would suffice. Morris on the other hand regarded himself as a man who would take risks, and ordered three! The partnership was subsequently dissolved and, although they did maintain a friendship, Morris again faced the eternal business dilemma, lack of working capital. On a more personal note this proved the point at which Morris decided that trusting nobody but yourself was the way forward a philosophy that had both a making and breaking influence in his life. Although initially there may have been some merit in operating solo, in later years his unwillingness to take into his confidence tried and trusted friends was to isolate and distance him from experience and advice which could have been of such benefit.

However, Oxford beckoned once more in the form of F.G. Barton a local businessman who, with the help of an undergraduate who'd inherited money, was investing in the motor-cycle industry and was advised that he should bring Morris with him because of his engineering skills. Partnership was on again with the main premises in George Street, Oxford. Other branches were opened in Bicester and Abingdon. Morris's concentration was still on developing his carburettor and novel design to open the clutch by means of cable from the handlebars. In 1904 the Oxford Automobile and Cycle Agency journal was extolling the virtue of his motor-cycle and its performance, even in wet weather. From all reports it seems that Morris was not a man to engage in light-

hearted socialising and preferred his time and energy devoted to his work. But even this was insufficient to ward off the looming failure of another business venture. A year later the business collapsed, and Morris himself was left with virtually nothing but a small debt and his own tools.

It was during this inauspicious time that he met and married Elizabeth Maud Anstey on April 9th 1904. She and her sisters were the daughters of a farrier who, when she was sixteen, had left their mother and taken off for Leeds. The girls worked hard to support themselves with two becoming teachers, and Elizabeth becoming a dressmaker, working in Oxford's renowned department store Ellistons. The misses Anstey were keen members of the cycle club to which Morris belonged and it was here of course that he and Elizabeth met. She proved a hearty companion on the tandem bicycle and they spent many happy hours cycling. Their trips covered considerable distances bearing in mind the inhospitality of roads to cycles, and it was not unknown for them to venture into Wales for week-ends.

This woman who came in to Morris's life brought not only the fellowship of a shared pastime, but a very similar background of the heartache and disappointment they both experienced in those early teenage years due to the shortcomings of their respective fathers, something which was to affect them both throughout their lives. Elizabeth supported Morris during the very difficult time prevailing at their marriage, to the extent of selling her own few possessions of worth. She was a very shy person by nature

and her inclination, as Morris's profile grew, was always to avoid the public spotlight and this was something he fully endorsed to the extent that he would not allow any interview with her. Despite their growing affluence in the years ahead, Elizabeth always maintained a philosophy of frugality which bordered on meanness; it was a close family member who reasoned that Elizabeth's great fear was that the hardship she had experienced in her youth, and the difficult situation she encountered when she married Morris, resolved her never to find herself under financial duress again. The Morris's had no children and it was suggested by one of the few people really close to them that they did not enjoy a particularly happy home life.

It is against this rather sad and unpromising background that Morris harnessed his brilliance, and applied the fierce determination that would generate a world-renowned manufacturing empire.

Making Progress

Almost everything Morris had built up over his early years especially his attempts to support his family during his father's 13 years of ill health ebbed away on the collapse of the Oxford Automobile and Cycle Agency. Fortunately the good relations he had nurtured and retained with suppliers, plus assistance from a small bank, gave him the springboard to start again. He returned to Longwell and rented again his showroom in High Street. Convinced by now that a partnership association was not for him, he further determined that funds would go solely into

production, and not the marketing of his goods, a process he regarded as merely a re-emphasis of his product.

Without doubt the collapse of the Automobile & Cycle business honed his existing sense of fiscal frugality, a characteristic as appealing to his wife as it was to Morris. 1904 heralded the arrival of greats like Henry Royce with his supreme precision engineering, and such as the Argyll Motor Company and its plan for a 2000 workforce at a luxurious plant on the banks of the Clyde, with fixtures and fittings worthy of the Titanic. But only four years later they were bankrupt, whereas from his modest wooden shed, 1914 saw Morris's first model roll off the production line in numbers comparable with the late Argyll Motor Company, and its Argyll car.

Morris, then twenty-seven years old was fit, energetic and determined. Hard work and business acumen were driving forces in his meticulous routine. Socially, he had simple cultural tastes enjoying Gilbert & Sullivan and the occasional hearty Edwardian Music Hall rendition of 'Boiled Beef and Carrots' when he was not averse to joining in. The odd game of cricket or football largely completed his social life at this time. He appears to have had few friends from this era and those he did keep were loyal, highly-regarded employees - but never close friends. His daily headgear was a cloth cap and apprentices were convinced that he actually slept in it.

Lists of tasks were neatly jotted in small notebooks, as were reminders of jobs to be done and amounts owing - *income tax of eight shillings and nine pence* read one such.

Today a demand for such a sum would surely indicate imminent financial disaster! He remained a heavy smoker all his life and the Morris factory, unlike rivals such as Austin, permitted the workforce to do likewise.

Bicycle repairs for Oxford undergraduates still brought an income, but cars were swiftly taking their place and Morris surged ahead at an ideal time. 1910 saw 53,000 of his cars on the road. But the market was still geared to the wealthy. In 1908 he formally left the cycle business. Motor companies abounded and by 1914 nearly 400 British manufacturers existed, but many did not survive and only about 100 were left operational. Morris expanded his enterprise at Longwall and a major rebuilding program resulted in the Morris Garage. But foreign cars were major competitors, and owners such as Morris took dealerships including companies like Humber, Singer and Standard to enable the demand for new cars to be met.

Birmingham and Coventry, legendry centres of production, were expanding and proximity to Oxford afforded comparison of Morris's vehicles with his competitors. He was particularly impressed with the carburretors made by Coventry engineers White & Poppe. *(As a personal aside: in the 1914-1918 War, this firm adapted to the manufacture of munitions and my grandfather, by then in khaki, was posted to oversee the filling of shells by the mainly Irish female workforce - known as the Tetryl girls - in the filling section of White and Poppe. It seems his greatest concern was not meeting*

the explosive demands of the western front, but preventing the girls from lighting up their cigarettes! - CN)

Taking careful stock of the industry's position, and assisted by the financial support of two wealthy former undergraduates John Coneybeare and Lord Macclesfield, Morris decided to avoid the costly business of installing plant, harnessing instead the skills of established manufacturing firms. His money would be devoted to producing a small powerful car, favouring the characteristics of larger models, at a price to suit the proverbial man in the street or perhaps more accurately, the family in the street. The Morris Oxford did just that and even performed beyond expectations.

His closest competitor at that time arrived in the shape of the Model T Ford. At the unmatchable price of one hundred and thirty five pounds, with component parts imported from America, this basic little car trundled off the production line in Manchester. Arriving first in Britain in 1909, 6,000 had been sold by 1914. The Morris Oxford sold for the more costly price of one hundred and eighty pounds, but the British public loved the refinement of the extras giving the impression of luxury and attention to detail.

By now Morris was making his mark, not only in the motor industry but in the city of Oxford. He was about to take another long stride towards success. His first tentative taste of politics illustrated his bounding energy, single-mindedness, lack of enthusiasm for a contrary point of view and the distinctive impression that it would be his

way, or not at all! The cloth cap had gone, and he had moved up a gear in his transition to respected businessman. For ten years the City of Oxford had argued for and against the merits of horse-drawn trams versus electric trams. Purists enforced their arguments with the claim that electric trams would herald unsightly wires, cables and posts. Nothing progressed.

With the flair and hint of a gamble that Morris liked, he purchased six buses of the type used in London and driven by experienced men from Daimler, avoiding the illegality of operating without a City licence by selling no tickets on the buses, but rather coupons for one penny available in the stores. His diary shows three thousand people attended a public meeting at the Town Hall. They loved the new public transport and the council was forced to compromise and give both systems licences. Morris was greatly relieved as his funds were hard pressed by the campaign. But victory was in sight for this new enterprise and he relished it.

Upwards & Onwards

Undaunted by the episode with the Oxford trams, Morris's brain tussled with plans for four-seater cars, but costs concerned him and competition with the American market would be challenging. In 1913 he resolved to visit America inviting Frank Grey, the young lawyer so helpful in the tram battle, to accompany him. But in the event Morris travelled alone on a Cunard ship out of Liverpool determined to learn all he could about his powerful rivals. True to form, he itemised his daily outgoings. Everything was recorded down to 3^{d} for a newspaper. Also noted was

Winnings of ten pounds which could well have been a harmless wager on the time the ship would arrive at its destination. Morris enjoyed a small gamble, which represented no real threat should he lose, but his greater enjoyment one suspects was to outmanoeuvre the other players!

Armed with numerous calling cards and introductions, Morris's prime destination was Detroit, motor capital of the United States. Most prominent of his contacts was the Continental Motor Manufacturing Corporation who could produce an engine at less than half the price of White & Poppe in Coventry, England. Returning home, he harnessed the services of White & Poppe's designer Landstad and returned again to America. This time Morris travelled first class visiting Landstad's cabin to discuss designs. Landstad, not a good traveller at the best of times, found the sea swell combined with the fumes from Morris's chain-smoking put on hold, until their arrival, further attempts to plan ahead.

The outcome of their combined ideas and designs, allied to information garnered in America, resulted in another motoring household name with the Morris Cowley. British made, but with parts and ideas imported from the 'enemy' and challenging the mighty Ford Company; this indeed was entrepreneurship at the gallop. The first quarter of 1914 surpassed production for the whole of 1913. By July, 763 cars were built only exceeded by the likes of Ford, Rover, and Singer. But business was about to face a major foe. In August 1914 Great Britain declared war on Germany.

Previously boosted by prosperous Edwardian years and great advances in innovation matched by the demand for these products, Morris was largely his own master and he dealt with problems as they arose. But war has its own brand of uncertainty and problems, added to which Morris experienced personal sadness within his family at this time. Failure abounded in the motor industry again to the stage where his mighty rival, Austin, was braking for its life. But important lessons were learnt and the British government's restriction on foreign competition put Morris in the box seat when peacetime came, becoming the dominant force in the British motor industry.

However, the war did bring restrictions and Morris, adapting to new wartime regulations, tendered to make 18 pounder shell cases landing instead an order in 1915 for hand grenades! His enterprise was to excel in another area when he designed a new device much needed for naval mines in the North Sea. Traditional methods used at the Portsmouth dockyards, with a workforce unwilling to modernise, produced only 40 devices a week, not nearly enough to meet the needs of the area covered by the war at sea. Morris won the contract, moved operations to his workshop in Oxfordshire and by the end of 1918 his factory was dispatching 1,200 devices a week.

Understanding the mechanics of supplies and the intricacies of the munitions industry proved beneficial with government departments and peacetime industry alike. Unfortunately, when war ended in 1918, Ministry-owned machinery was removed leaving Morris with his

own ageing pre-war equipment. His health deteriorating, largely due to wartime stress, Morris was to lose his father and other close family members during this time. Some modest financial support for bereaved family members came from Morris and his wife, but largely they backed away from closer involvement or help, and family discussions were confined to his office. Their philanthropic image was not enhanced during this time.

In 1919, suspected diabetes resulted in six weeks at a German health spa. Much against his patriotic nature, only the assurance that this was the sole clinic offering the required treatment convinced him to travel there. To his credit, Morris not only volunteered that they were kind to him at the clinic, but declared he returned with "an almost entire restoration to health". But he returned to find his business, factory and even suppliers in disarray. Numbers of car companies once again faced disaster at the end of the Great War.

Despite these setbacks and the ensuing difficult times of the twenties and depression of the thirties, middle-class Britain surprisingly found the money for car ownership and Morris proved, once again, the man with the drive and know-how to market what they wanted. He was also innovative and far-sighted: alongside new designs came the first inclusion of auto parts such as spare wheel, lights, free insurance, a Morris Owners magazine and the first manufacturer to provide a "money back" guarantee for dissatisfied customers! Morris offered these 'extras' as part of the package of ownership. Somewhat resembling the philosophy of the Butlin Holiday Camps so popular

after WWII, family holidays were fully paid in advance, were inclusive of all accommodation and, from the moment of arrival, all the 'fun of the fair' could be enjoyed with no costly surprises. Both enterprises offered shrewd and successful marketing to hard-pressed families with carefully budgeted income.

"All Good Things....."

The aim of these jottings has been to give at least a modest glimpse of this remarkable man Nuffield and his philanthropic portfolio. After World War II his success and expansion continued like an anthem but a true appreciation of his widespread achievements can only be fully grasped by reading his detailed biography. However, it is no secret that human relations, and his reluctance to take on board the valid observations of friends, proved a difficult side to his character. To quote Adeney in his official biography: t*here was something decidedly unpleasant about the way Morris used his money as a blunderbuss. His benefactions worked best when they were planned and directed by shrewd and sensitive allies who were able to develop mutual trust and respect*... Over later years Morris sat uncomfortably in boardrooms and halls of academia. He failed to understand why others could not embrace his direct hands-on approach to a problem.

And he was not without his critics. Although by no means a political sophisticate, the rise of the Labour Party and socialist doctrines, combined with the turmoil of the General Strike in 1926, brought industrialists such as Morris into head-on dialogue with the Trade Union

movement although, in his own enterprises, he had resisted the introduction of union labour preferring a more paternalistic approach.

By 1929 a Labour Government had been elected but October of 1929 brought a serious world crisis in the shape of the Wall Street Crash. American finance swiftly dried up and British exports soon felt the heat; Labour appeared unable to find an acceptable path through the storm. Sir Oswald Mosley, then a junior Minister in the Government, formulated various proposals including the planned use of credit and public works to promote expansion and, in some respects, it mirrored the New Deal package successfully introduced by President Franklin Roosevelt in the USA. Far too radical for the British Labour Party Cabinet policy of Free Trade, Mosley resigned to concentrate on a party manifesto, party meetings and a forthcoming conference.

Morris was increasingly drawn to Mosley's meetings and would finally fund the formation of Mosley's party. It should be noted that prior to his defection to fascism, Mosley represented one of the brightest and most original political thinkers of his day. He numbered amongst his supporters radical conservatives like Harold Macmillan, Robert ('Bob') Boothby and seventeen Labour MPs including Aneurin Bevan (better known for his part in the introduction of the National Health Service) all of whom would sign the Mosley Manifesto. Mosley himself records a lunch meeting, requested by Morris. He observes that Morris was largely lost outside his own sphere of business and consequently tended to be tedious

on the finer points of politics, but Mosley comments *"just as it seemed another bland and uneventful lunch would pass, he pulled a cheque from his pocket and handed it across the table to me. It was for 50,000 pounds adding "Don't think my boy that money grows on gooseberry bushes. The first ten thousand took me a lot of getting". I was deeply touched: he was a good and honest man as well as a business genius: a combination which can occur".*

But as Mosley's party and activities descended increasingly into bully-boy tactics, Morris found he was defending himself against suggestions of fascist and anti-Semetic sympathy. By 1931 Mosley's Party was all but over and Morris merely soldiered on as usual in his own field of business. In that same year, by then Sir William Morris, he accompanied the Duchess of York (later the Queen Mother) and distinguished guests as the press covered the opening of the Oxford Infirmary, another of his enterprises. Other schemes followed and in 1941 he provided 50,000 pounds to guarantee the British health scheme BUPA, still today a major private health scheme adopted by business enterprises throughout Great Britain.

Morris was an unashamed promoter of the concept of Empire, a sentiment widely in vogue at that time. Sadly, in the rush over the years to consign to the shredder everything offending political correctness, the very many and real benefits of science, medicine, agriculture and education implemented in those countries has been denigrated or ignored, along with those gallant souls who spent much of their lives in the harshest of climates,

relieving the pitiful conditions of others. Morris's objective was always to facilitate the improvement of life for the elderly and the sick in their respective country of origin by all scientific means available.

In Ronald Clark's book *A Biography of the Nuffield Foundation* the following paragraph summarizes the vast scope of Morris's endeavours: *The Nuffield fellowship and scholarship schemes which developed within the dual framework of aid to the Foundation's main activities, plus encouragement of academic and scientific interchange between Britain and the rest of the Commonwealth, quickly grew into an extraordinarily embracive network which appeared to spread across most of the areas involving, medicine, science and education. Farmers from Aberdeen and Sussex, sociologists and civil servants, a silviculturist, the director of an important research centre, metallurgists and professors of mining, all figures in the lists of awards made during the next decade. Postgraduate workers in entomology, biochemistry and bacteriology came to Britain from Australia, agriculturalists from India, doctors from Canada and South Africa; in fact it soon became difficult to name any department of science or medicine which was not represented by at least one Nuffield fellow or scholar from overseas. In January 1948 the net was spread even wider when the first Dominion scholarships in the humanities were authorised for Canada, Australia and New Zealand*."

At a more practical level, for many, Nuffield was synonymous with ownership of the Universal Tractor. The days of the horse in the furrow were fast disappearing;

concerned by the economic impact of WWII, the British government was eager to push farming forward with increased vigour. They were anxious to make serious inroads into the rapidly developing monopoly of American agricultural machinery, which had advanced its hold on the market in Great Britain during the war years.

Early in 1945 the Nuffield organisation was approached to produce an "All New" British-built wheeled tractor. By May 1946 the first prototype was being tested, and within three months a further twelve prototypes were developed ready for demonstration to a selected audience. By November 1948 steel supplies had improved sufficiently for production to begin. Dressed in its livery of quaintly named "Poppy Orange" the M3 (or Rowcrop) version priced at 487 pounds, and the M4 (Utility version) at 495 pounds were boldly on display at the Smithfield Show in London, Britain's premier agricultural show-case.

Although largely no longer in use, interestingly there had been a market at Smithfield for over 800 years, and a livestock market existed as early as the 10th Century. This was to expand over the centuries and between 1740 and 1750 average yearly sales were in the region of 74,800 cattle and 570,000 sheep. By the mid 19th Century no less than 220,000 head of cattle and 1,500,000 sheep went under the hammer annually.

Initially intended to boost crop production in the UK after the lean war years, the Universal Tractor proved such a robust work-horse that by 1949 "Nuffield Exports Ltd" began exporting to five countries, later expanding this to a

world-wide market. Despite later mergers, takeovers, and the changing and declining face of UK industry, Nuffield design and quality was to influence tractors for the next thirty years.

For those with more leisure and deeper pockets at their disposal, the MG sports car awaited. On fine days, young men sporting the unofficial dress-code of tweed cap, cravat, sheepskin coat and leather gloves could be seen squiring some lucky girl similarly 'branded' with her scarlet lipstick and silk head scarf, through the country lanes of England motoring their way to the welcoming ploughman's lunch of a village pub.

MG (Morris Garages) produced sports cars from 1924 to 2005 although purists dispute 1924 or 1925 as the year of commencement. Manufactured from 1929 – 1980 in Abingdon, Berkshire numerous models appeared, some for the road, some for the race-track and many to go abroad. By 1952 MG was effectively swallowed up by the British Motor Corporation (BMC) and by 1968 came under the corporate umbrella of British Leyland. Ultimately part of the Rover Group in Birmingham, receivership came in 2005.

Whatever the future, if any, for this famous name, anyone who has felt the surge of speed and the compelling engine sounds of the MGB GT on the open road, should handle this memory with kid gloves.

In 1947 Nuffield Farming Scholarships commenced for the United Kingdom, with Australia next in 1950; other

countries would follow. It was early days for the linking of health with good agricultural practices, but the Foundation did recognize these benefits and from 1946 until 1956, many experienced farmers were awarded travelling scholarships, enabling them to study farming systems both at home and abroad.

William Richard Morris, the first and only Viscount Nuffield, died on 22nd August 1963. Probably without peer in his lifetime in his field, maybe he was the last true entrepreneur of his time not only to make his own independent decisions but shoulder, personally, the consequences. It may be presumptuous on my part, but my feeling is that Morris would have been delighted to witness today's Nuffield Scholars robustly stepping up to the challenges facing them in agriculture, and building on his initial faith in their custodianship of the land.

Caroline Nixon

I would like to express my gratitude to Martin Adeney, author of 'Nuffield a biography', for kindly giving me permission to quote so freely from his book. Martin Adeney was a former Industrial Editor to the BBC, author of a history of the miner's strike and one-time head of Group Media Relations for ICI. He advises that his book is long since out of print, but copies have been spotted on the internet!

I would also like to acknowledge the assistance of the British Motor Industry Heritage Trust for providing the photograph of Lord Nuffield and, perhaps most importantly, I wish to express my appreciation for the assistance given by Jim Geltch AM, Chief Executive Officer of Nuffield Australia for his encouragement and patience.

CN – January 2010

NUFFIELD CREST
Keeping the Record Straight

'Chinese Whispers' is a party game which, by its very nature of passing messages down the line of party-goers both amuses and misleads, with the final participant proclaiming a message very different from the one whispered by the first guest! Something similar has happened in relation to the origins of the now widely familiar Nuffield crest, and perhaps a few comments may set the record straight.

In England in 1934 William Morris was created a peer in recognition of his contribution to the motor industry, and extensive charitable works. His inclination was towards adopting the names of either Morris or Cowley to

accompany his new title, but both these names already belonged to other members of the peerage so he settled for his further choice of Nuffield.

A Grant of Arms followed and it was Lord Nuffield's decision that the crest of his Coat of Arms should be adopted by the Nuffield Foundation, and later the Nuffield Farming Scholarships Trust.

In heraldic terms the crest is described as being "*on a Wreath Or and Gules a demi Bull Gules armed and unguled Or resting the sinister hoof on a Winged Wheel Gold"*.

In less pedantic parlance the bull in the crest is taken from the Arms of the City of Oxford, and the wheel which it holds represents the motor industry in which this remarkable man left his footprint in history and bestowed upon us such a legacy of philanthropy.

Caroline Nixon