

## **Book Review:**

**LORD AUSTIN The Man**, Z.E. Lambert & R.J. Wyatt – Sidgwick and Jackson 1968

*Lambert is one of Austin's two daughters, and Wyatt has authored several Austin books.*

This is an easy read of only 188 pages which covers Austin's early life in England, then Australia with its Wolseley shearing machines then back to England and his progress in making a working motorcar. It covers from his risk-taking finances in the early day of the Austin Motor Company, and you gain an understanding of the man and his amazing engineering skills. In this he was so different from Lord Nuffield his main competitor. As well, he was comfortable with all classes of society; whereas Nuffield had an inferiority complex and hatred of university educated men.

Austin had many racing successes which taught him a great deal about how to build reliable long lived vehicles. His business made all parts of his product which gave him excellent quality control and understanding of costings. The company made huge contributions to both world wars with munitions, aircraft, vehicles and metallurgy.

After WW1 he became a Member of Parliament but felt his skills as a manufacturer would make a greater contribution to the country. He retired from Parliament in 1924. The Seven, which he released in 1922 despite the protests of his board, justified his view of making motoring available to the masses.

Austin astutely employed Leonard Lord when he fell out with Morris for the last time. Lord was an excellent production organiser and was well versed in all aspects of the industry. *Read, Brick by Brick by Martyn Nutland for his story.*

Herbert Austin died in 1941. A prolific inventor who was definitely "A Great Englishman".

*Alan Gulleford, Kaikoura, March 2020*