



## No More Champagne: Churchill and His Money

By David Lough

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**No More Champagne: Churchill and His Money** By David Lough

Meticulously researched by a senior private banker now turned historian, *No More Champagne* reveals for the first time the full extent of the iconic British war leader's private struggle to maintain a way of life instilled by his upbringing and expected of his public position.

Lough uses Churchill's own most private records, many never researched before, to chronicle his family's chronic shortage of money, his own extravagance and his recurring losses from gambling or trading in shares and currencies. Churchill tried to keep himself afloat by borrowing to the hilt, putting off bills and writing 'all over the place'; when all else failed, he had to ask family or friends to come to the rescue. Yet within five years he had taken advantage of his worldwide celebrity to transform his private fortunes with the same ruthlessness as he waged war, reaching 1945 with today's equivalent of £3 million in the bank. His lucrative war memoirs were still to come.

Throughout the story, Lough highlights the threads of risk, energy, persuasion, and sheer willpower to survive that link Churchill's private and public lives. He shows how constant money pressures often tempted him to short-circuit the ethical standards expected of public figures in his day before usually pulling back to put duty first—except where the taxman was involved.

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## No More Champagne: Churchill and His Money By David Lough Bibliography

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## **Editorial Review**

### Review

"Brilliantly illuminates one of the few unexplored aspects of Winston Churchill's life - his private finances. Based on a wealth of fresh documentary evidence, it also reveals much about his larger-than-life character. In these fascinating pages Churchill emerges as extravagant in every way, especially in his addiction to risk." Piers Brendon, author, "The Decline and Fall of the British Empire," and former Keeper of the Churchill Archives Centre in Cambridge"

### About the Author

**David Lough** studied history at Oxford under Richard Cobb and Theodore Zeldin. After a career in financial markets, he founded a business that advises families on looking after their investments, tax affairs and estates. *No More Champagne* is his first book.

## **Users Review**

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#### **Dorothy Waddell:**

The book *No More Champagne: Churchill and His Money* give you a sense of feeling enjoy for your spare time. You need to use to make your capable considerably more increase. Book can to be your best friend when you getting tension or having big problem with the subject. If you can make reading a book *No More Champagne: Churchill and His Money* to be your habit, you can get considerably more advantages, like add your current capable, increase your knowledge about many or all subjects. You may know everything if you like wide open and read a e-book *No More Champagne: Churchill and His Money*. Kinds of book are several. It means that, science publication or encyclopedia or some others. So , how do you think about this publication?

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