

## **The rise and fall of David Lloyd George**

### **Building the war machine**

The need for bullets, guns and shells was almost insatiable in this relentless total war. Meeting that need involved the most dramatic transformation of production the country had ever seen.

Lloyd George's impact on the munitions industry was spectacular. Within six months the number of shells being manufactured had increased 20-fold. Weapons that had previously taken a year to manufacture were now being turned out in three weeks. There would be no more shell scandals.

But for Lloyd George this was just the beginning. An undisciplined nation, he said, was fighting the best disciplined country in the world. Every person in Britain had to dedicate themselves to winning the war - starting in the pub.

Hangovers were harming the war effort. Workers who drank, said Lloyd George, were murdering men in the trenches. So brewers were ordered to water the beer, pubs to limit opening hours and public figures, including the King, pledged to give up drink until the war was over.

Under the No Treating rule it became an offence to buy a drink for someone else. A man in Southampton was fined for buying his wife a glass of wine. So was his wife. So was the barmaid. Britain was learning to do as it was told.