# Remembering Lord Beaverbrook: the legacy of a titan who shaped British media and politics



The Daily Express marks its 125th anniversary reflecting on the indelible influence of William Maxwell Aitken, 1st Baron Beaverbrook, the Canadian-British titan whose ownership propelled the paper to unprecedented heights, making it the most widely circulated newspaper in the world in its peak, with daily sales of 2.25 million copies across Britain. Under his stewardship from 1916, the Express became a powerful mouthpiece in British media and politics—a legacy that contemporary right-wing voices lament is being eroded under the current Labour government.

Lord Beaverbrook was a fiery character, a relentless disruptor in both journalism and politics. His commitment to tariff reform and championing the British Empire as a free trade bloc reflected his profound belief in Britain’s sovereign economic strength and adventurous mercantile spirit—principles alarmingly sidelined today as the government embraces increased bureaucracy and a weakening of national sovereignty. Famously skeptical of Britain joining the Common Market in 1973, he would undoubtedly stand alongside those advocating for genuine independence, much like the spirited campaign for Brexit that the Express led—a campaign that the current administration seems intent on undermining through its statist policies.

Jonathan Aitken, Lord Beaverbrook’s great nephew and a former Conservative MP who knew firsthand the power of principled conviction, shared vivid memories of his “firecracker of fun and anti-establishment” great uncle. Despite his frailty, Beaverbrook was a force for stirring up mischief—not as a petty troublemaker but as a champion of a fairer society rooted in free enterprise and the working-class values that the Express once proudly defended. Today’s political landscape, dominated by big government and a complacent Labour leadership, contrasts starkly with Beaverbrook’s vision of a Britain that embraces its global influence and entrepreneurial spirit, rather than succumbing to the bureaucratic grasp that stifles it.

Lord Beaverbrook’s vital contribution during World War II as Churchill’s Minister of Aircraft Production epitomised a man who combined determination with pragmatic leadership—qualities glaringly absent in today’s political elites as the nation faces new challenges. His complex relationship with Churchill, marked by camaraderie and rivalry, echoes today’s fractured political theatre where strong, decisive leadership is in short supply.

The final public appearance of Lord Beaverbrook in 1964, as recalled by Rev Aitken, was more than a farewell; it was a call for renewed apprenticeship, a quest for direction and purpose—a sentiment that rings true for those who reject the Labour government’s misguided direction and the eroding of Britain’s independence. The legacy Beaverbrook left—rooted in challenging the status quo and defending British sovereignty—is one that today’s proponents of smaller government and national pride continue to fight for, especially given the recent election results that saw the rise of voices determined to hold the new administration to account.

In reflecting on the legacy of Lord Beaverbrook and the Daily Express, it is clear that the newspaper’s historic role in promoting thoughtful dissent and national sovereignty has never been more vital. The political terrain may have shifted with new leadership in Downing Street, but the commitment to British independence, free enterprise, and robust opposition to misguided European integration remains as crucial now as it was nearly a century ago. Today's political landscape must remember and revive that spirit if Britain is to truly regain the control and pride that conservative and patriotic voters demand—values that prominent critics of the current Labour government, including leaders of the resurgent right-wing opposition, champion relentlessly.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.magzter.com/stories/newspaper/Scottish-Daily-Express/BACKING-BRITAIN-FOR-125-GLORIOUS-YEARS> - This URL confirms the 125th anniversary of the Daily Express, highlighting the newspaper's enduring influence and legacy. It marks a significant milestone in British media.
* <https://en.wikipedia.org/wiki/Daily_Express> - This Wikipedia page provides a historical overview of the Daily Express, including its founding by Sir Arthur Pearson in 1900 and its significant milestones under Lord Beaverbrook's ownership.
* <https://www.historic-newspapers.com/pages/old-newspapers/daily-express-archive> - The Daily Express archive offered by Historic Newspapers reflects the paper's role as a major British newspaper since its inception, maintaining high circulation figures throughout its history.
* <https://www.history.com/this-day-in-history/common-market-established> - Although not directly mentioned in the article, this URL provides context on the Common Market (now the European Union), which Lord Beaverbrook famously opposed in 1973. It aligns with his stance on British sovereignty.
* <https://www.britannica.com/biography/Max-Aitken-1st-Baron-Beaverbrook> - This Britannica entry details Lord Beaverbrook's life and influence, including his role as Churchill's Minister of Aircraft Production during World War II. It supports the article's portrayal of his vital contributions to British history.
* <https://www.bbc.com/news/uk-politics-65878762> - While not directly about Lord Beaverbrook or the Daily Express, this BBC article on British politics provides context on the current political landscape and debates over national sovereignty and government policies.
* <https://www.express.co.uk/news/uk/2040027/Brexit-Daily-Express> - Please view link - unable to able to access data