This chapter focuses on the attempt to ‘sell’ rearmament – which the National Government increasingly believed was necessary – to the public through a series of White Papers outlining its position on defence in 1935 and 1936. The 1935 general election, the League of Nations Peace Ballot, the Italian invasion of Abyssinia, and the appointment of further subcommittees on defence requirements (and their effects on rearmament) are all discussed. The latter part of the chapter discusses Lithgow’s business empire, part of which was built on information he received through his work as a government advisor.