



VOTE FOR
IKE
EISENHOWER



President
Eisenhower
“New Look”
at The Cold
War

Today's Idea:

**Eisenhower won the presidency
in 1952.**

**Eisenhower developed plans to
reduce world tensions while also
containing and competing with
communism.**

1952 = Eisenhower becomes
President

TWO ways to win the Cold War:

- 1.) “Military Might”
- 2.) “Economic Strength”

President Eisenhower's “New Look”
“More Bang for the Buck”



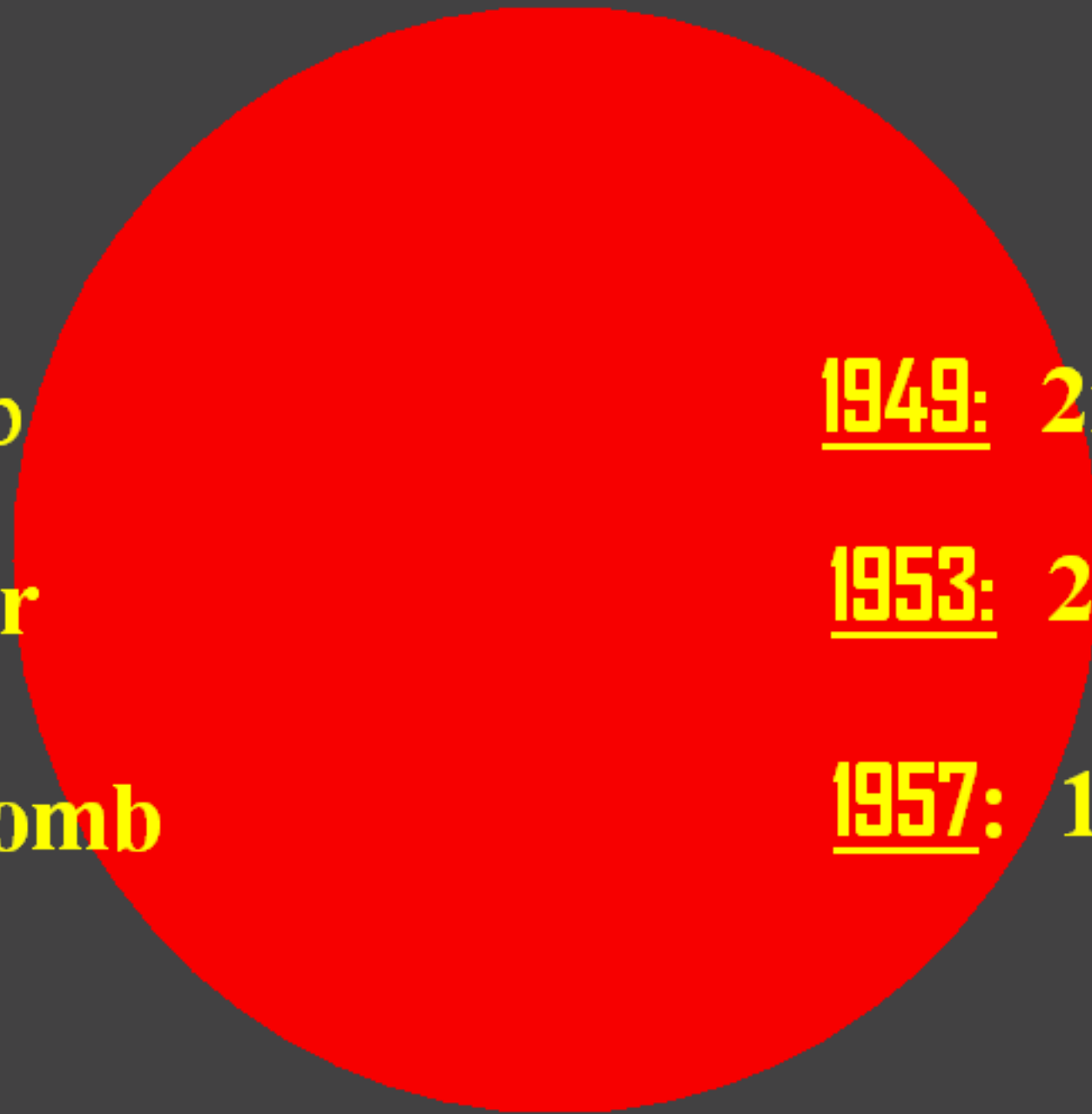
How should U.S. spend it's Money?



\$ spent on BOMBS!

Only way to win = massive retaliation =
threaten the Soviets with huge bombs

Are we Winning yet? (Time-Line)



1945: 1st Atomic Bomb

1952: 1st B-52 Bomber

1952: 1st Hydrogen Bomb

1949: 2nd Atomic Bomb

1953: 2nd Hydrogen Bomb

1957: 1st satellite in space

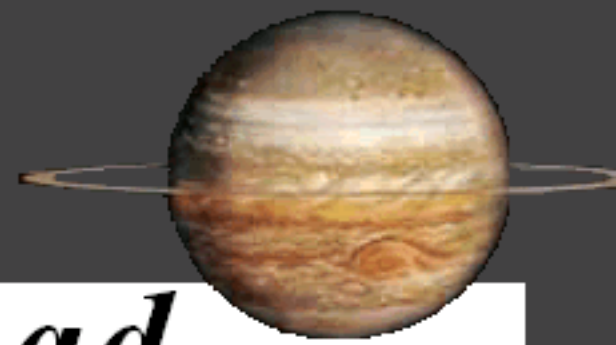
**Well guess what...the Soviets are
spending money too!**

Sputnik

October 4, 1957

- **1st artificial satellite
in space**
- **Spvving on the U.S.?**





By 1957, seems like the Soviets had evened the playing field...as a result...

 **1958: U.S. creates National Aeronautics and Space Administration (NASA)**

 **• Also, put \$ towards educational programs, math & science**

Eisenhower's Actions...Scary?

John Foster Dulles

Brinkmanship: country must be willing to go to the brink of war to force the other side to back down.

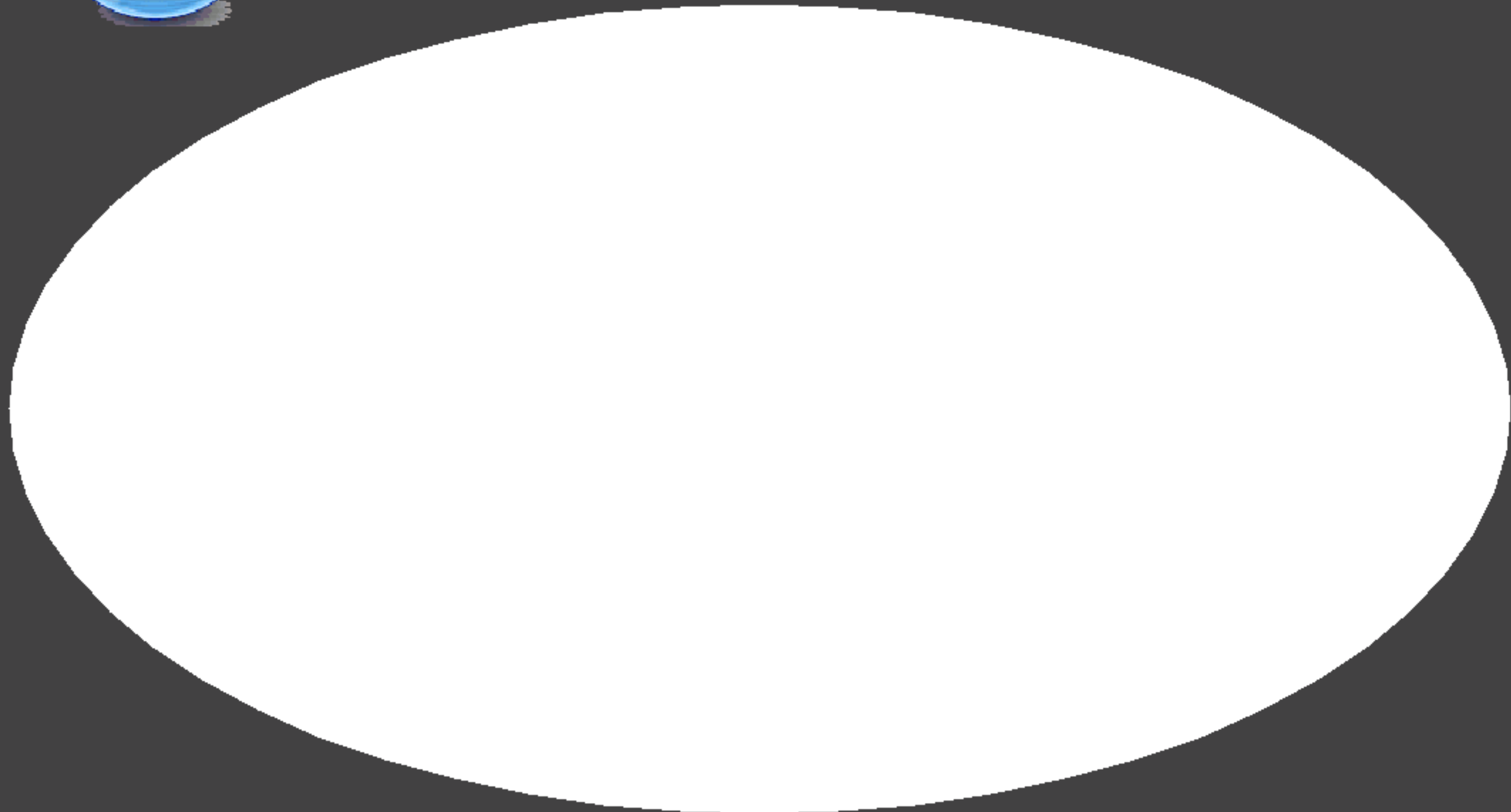
Eisenhower at one point threatened Korea and China with bombs if they didn't behave.



**The USA and
USSR are
acting
"MAD"
Mutual
Assured
Destruction**



*How did Eisenhower alter the nature
of defense spending?*





1956 = Stalin Dies

Europe Celebrates

**Nikita Khrushchev takes over
the USSR...**

New Hope?

