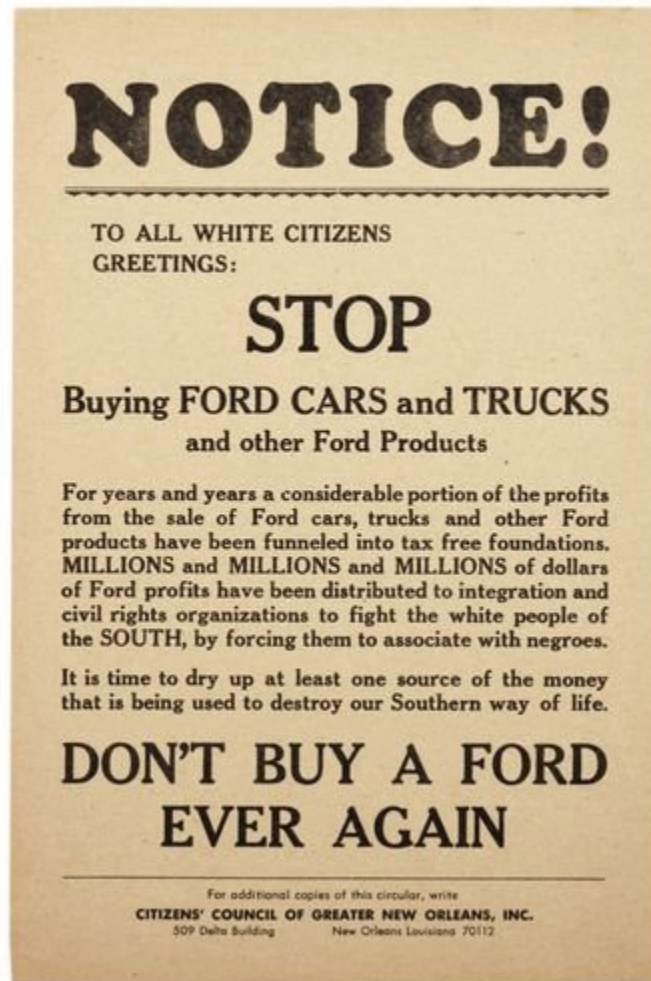


# Don't Buy a Ford Ever Again, ca. 1960

This text is provided courtesy of the Gilder Lehrman Institute of American History.

## A primary source by Citizens Council of Greater New Orleans



Gilder Lehrman

*"Don't Buy A Ford Ever Again" broadside, ca. 1960. (Gilder Lehrman Collection)*

New Orleans in 1960 was sharply divided over the practice of segregation. The schools were ordered to desegregate, which angered many white people. Members of the Citizens' Council of Greater New Orleans believed that large companies such as the Ford Motor Company supported efforts to bring about integration in the United States. To influence the policies of such businesses, the Citizens' Council organized boycotts of the companies' products. This poster calls on "all white citizens" to stop buying Ford cars and trucks in order to "dry up at least one source of the money that is being used to destroy our Southern way of life."

# POSTER TEXT:

NOTICE!

TO ALL WHITE CITIZENS

GREETINGS:

STOP

Buying FORD CARS and TRUCKS

and other Ford Products

For years and years a considerable portion of the profits from the sale of Ford cars, trucks, and other Ford products have been funneled into tax free foundations. MILLIONS and MILLIONS and MILLIONS of dollars of Ford profits have been distributed to integration and civil rights organizations to fight the white people of the SOUTH, by forcing them to associate with negroes.

It is time to dry up at least one source of the money that is being used to destroy our Southern way of life.

DON'T BUY A FORD

EVER AGAIN

For additional copies of this circular, write

CITIZENS' COUNCIL OF GREATER NEW ORLEANS, INC.

309 Delta Building

New Orleans Louisiana 70112

Name: \_\_\_\_\_ Date: \_\_\_\_\_

1. Whom is this poster addressing?

- A. all white citizens
- B. all black citizens
- C. all Ford employees
- D. all civil rights organizations

2. This poster attempts to persuade white citizens to stop buying Ford products. According to the authors of the poster, what is one reason why people should stop buying Ford products?

- A. Ford's profits are spent on organizations that support white citizens of the South.
- B. Ford's profits have been going into tax-free foundations.
- C. Ford's profits are being used to destroy the Southern way of life.
- D. Ford's profits have exceeded millions and millions and millions of dollars.

3. Read these sentences from the text.

"Members of the Citizens' Council of Greater New Orleans believed that large companies such as the Ford Motor Company supported efforts to bring about integration in the United States. To influence the policies of such businesses, the Citizens' Council organized boycotts of the companies' products."

Based on the evidence in this text, what did the Citizens' Council hope to accomplish by organizing a boycott against Ford?

- A. The Citizens' Council hoped that Ford would stop financially supporting integration and civil rights organizations.
- B. The Citizens' Council hoped that people would start financially supporting integration and civil rights organizations.
- C. The Citizens' Council hoped that schools would continue to desegregate.
- D. The Citizens' Council hoped that large companies would continue to desegregate.

4. What might the poster mean by the "Southern way of life"?

- A. the culture established by supporting large companies
- B. the culture established by supporting the spending of money
- C. the culture established by supporting the integration of races
- D. the culture established by supporting the segregation of races

5. What is the message of this poster?

- A. Write Citizens' Council of Greater New Orleans for additional copies of this circular.
- B. All white citizens should buy more Ford products because Ford profits have been distributed to integration and civil rights organizations.
- C. For years, a considerable portion of the profits from the sale of Ford cars, trucks, and other Ford products have been funneled into tax-free foundations.
- D. All white citizens should stop buying Ford products because Ford profits have been distributed to integration and civil rights organizations.

6. Why might the Citizens' Council of Greater New Orleans have chosen to capitalize some words on the poster?

- A. in order to ensure the poster was grammatically correct
- B. in order to get people's attention and emphasize the poster's message
- C. in order to ensure that people could read it from far away
- D. in order to distract people from the poster's message

7. Choose the answer that best completes the sentence.

Schools in New Orleans were ordered to desegregate in 1960. \_\_\_\_\_, many white people became angry.

- A. In particular
- B. In contrast
- C. As a result
- D. Even though

8. What did members of the Citizens' Council of Greater New Orleans believe that large companies like the Ford Motor Company supported?

**9.** What is the purpose of this poster?

Support your answer with evidence from the text and poster.

**10.** In what ways did the Citizens' Council of Greater New Orleans attempt to persuade people to stop buying Ford products?

Support your answer with evidence from the text and poster.