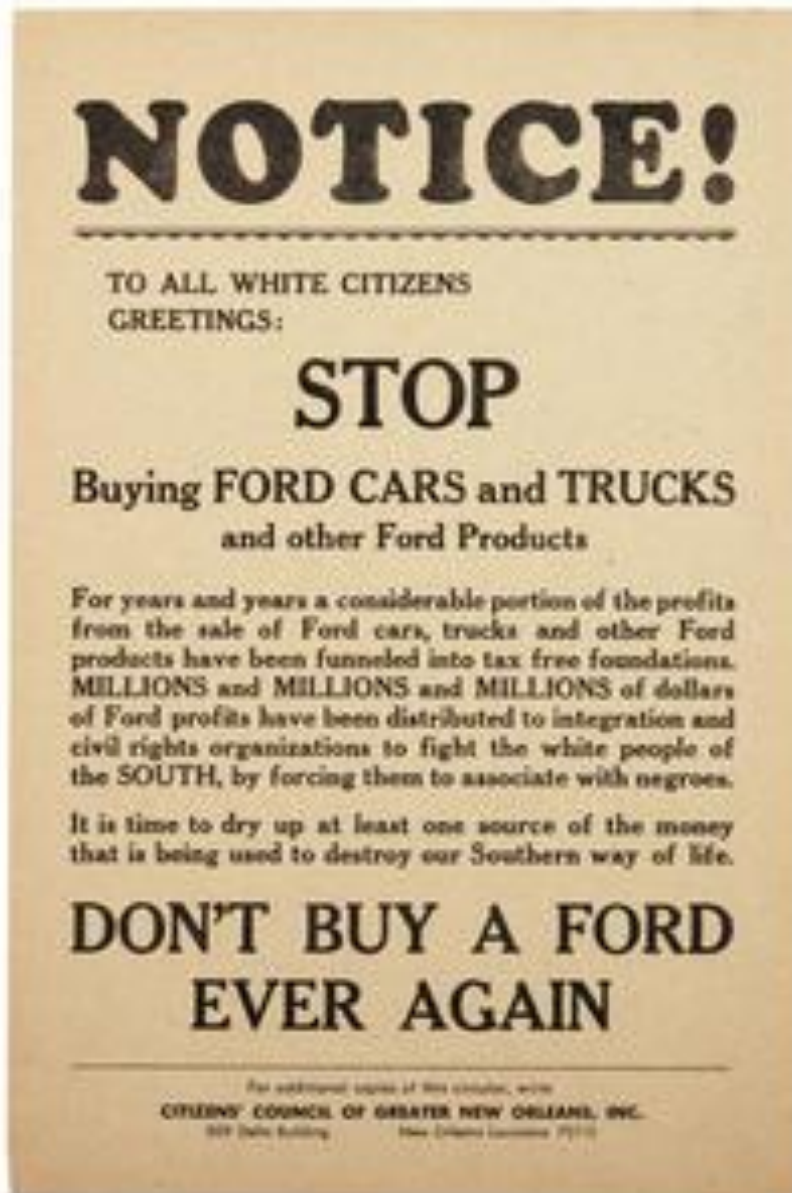


Don't Buy a Ford Ever Again, ca. 1960

A primary source by Citizens Council of Greater New Orleans



“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.”

EXCERPT

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

QUESTIONS FOR DISCUSSION

Read the document introduction and the excerpt and view the poster. Then apply your knowledge of American history in order to answer the questions that follow.

1. Examine the poster. Why were some people so angry at the Ford Company?
2. Why was the poster addressed "To All White Citizens"?
3. Describe the impact this poster could have on sales of Ford products?