


WELCOME TO THE WORLD




VIOLA IRENE DAVIS
Viola Desmond (née Davis)
was born in Halifax, Nova Scotia on
July 6, 1914.



she was born to James Albert Davis,
and Gwendoline Irene Davis (née Johnson.)

Desmond School of Beauty Culture

GRAND OPENING!



All New!
BEAUTY PRODUCTS
FOR
DARK COMPLEXIONS
BY
VIOLA DESMOND

As a result, Desmond began studying Beauty Culture. She then went on to opening Desmond School of Beauty Culture, as well as selling her own line of cosmetics, which catered specifically to darker complexions.

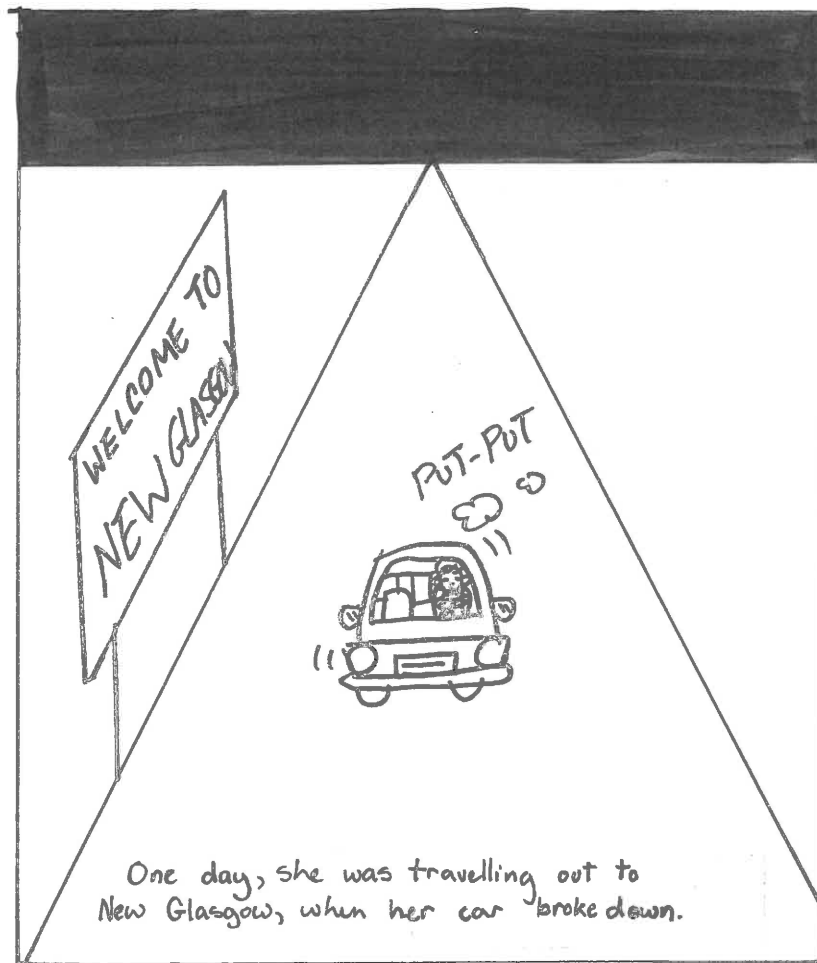


New!

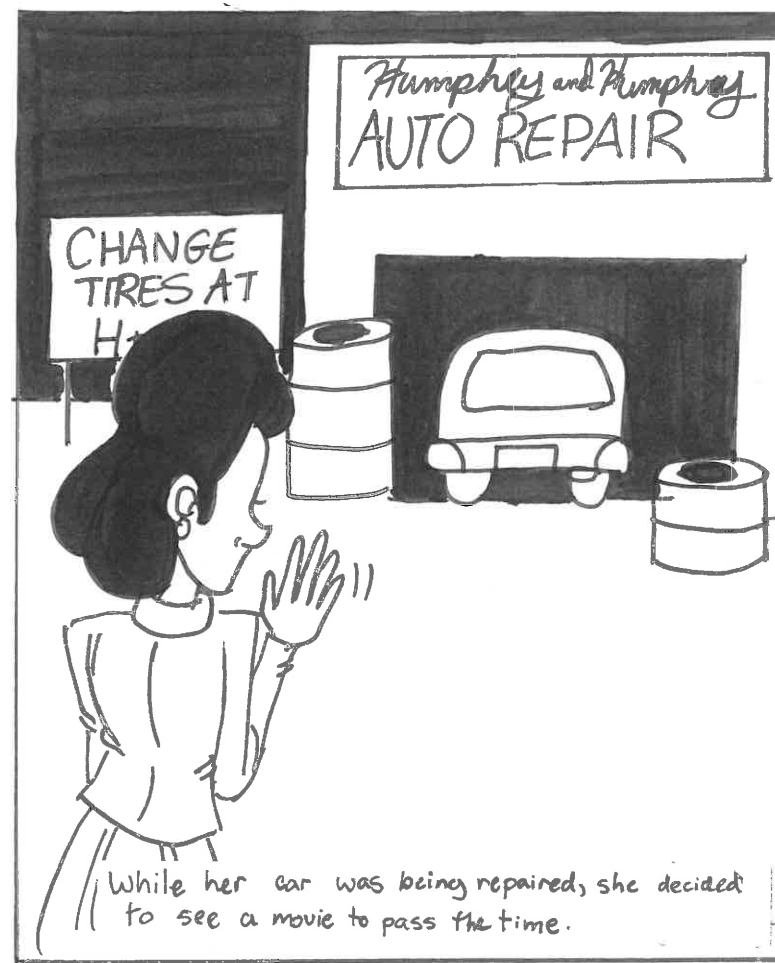
Red Majesty Lipsticks

Jocelyn's
LILY WHITE
FACE POWDER

As an adult, she noticed that very few beauty products at the time catered to black people.



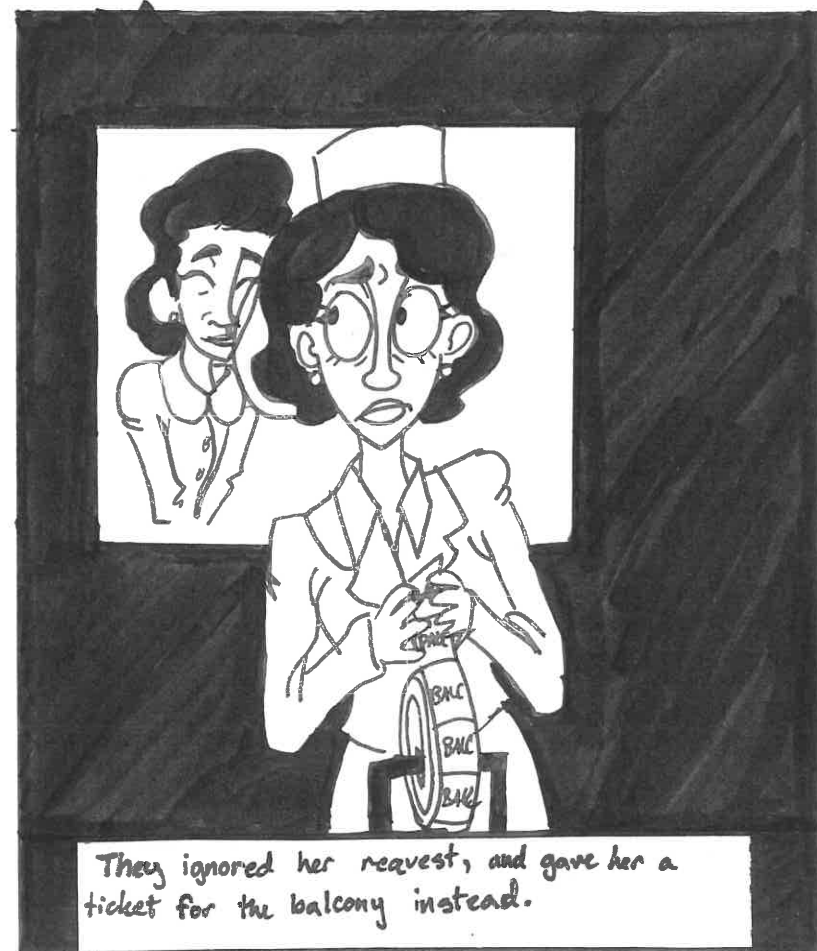
One day, she was travelling out to New Glasgow, when her car broke down.



While her car was being repaired, she decided to see a movie to pass the time.



Little did Desmond know, that the Roseland Theatre was racially segregated. It was considered "customary" for black people to sit in the balcony, reserving the main floor for white moviegoers.



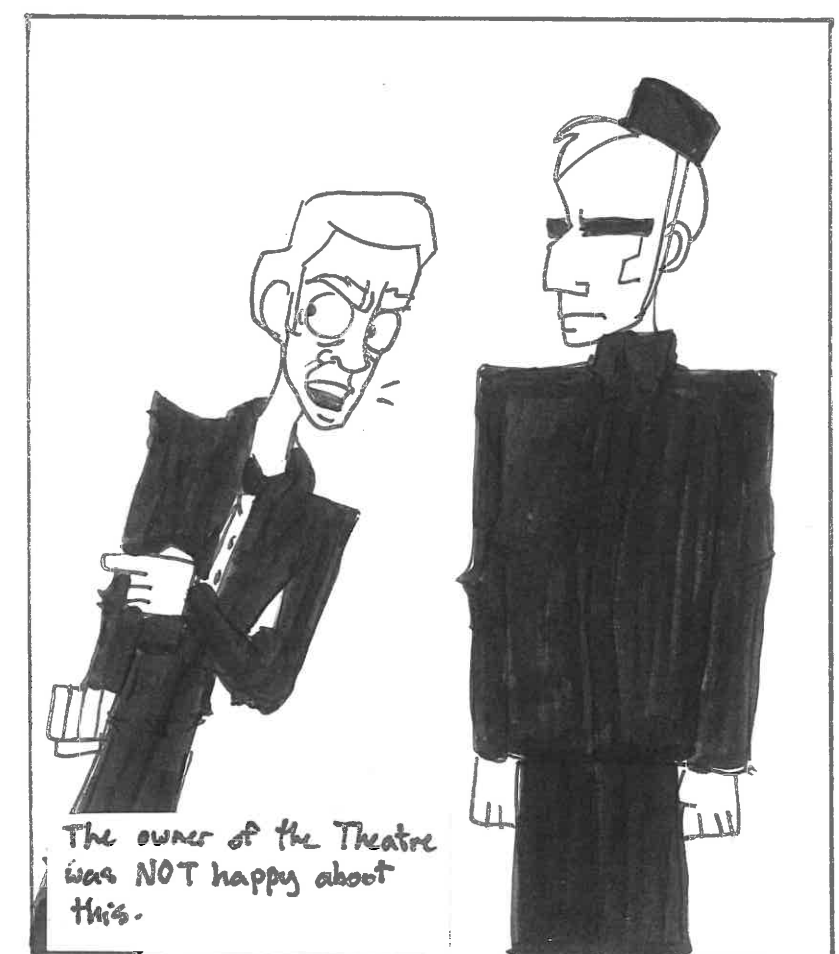
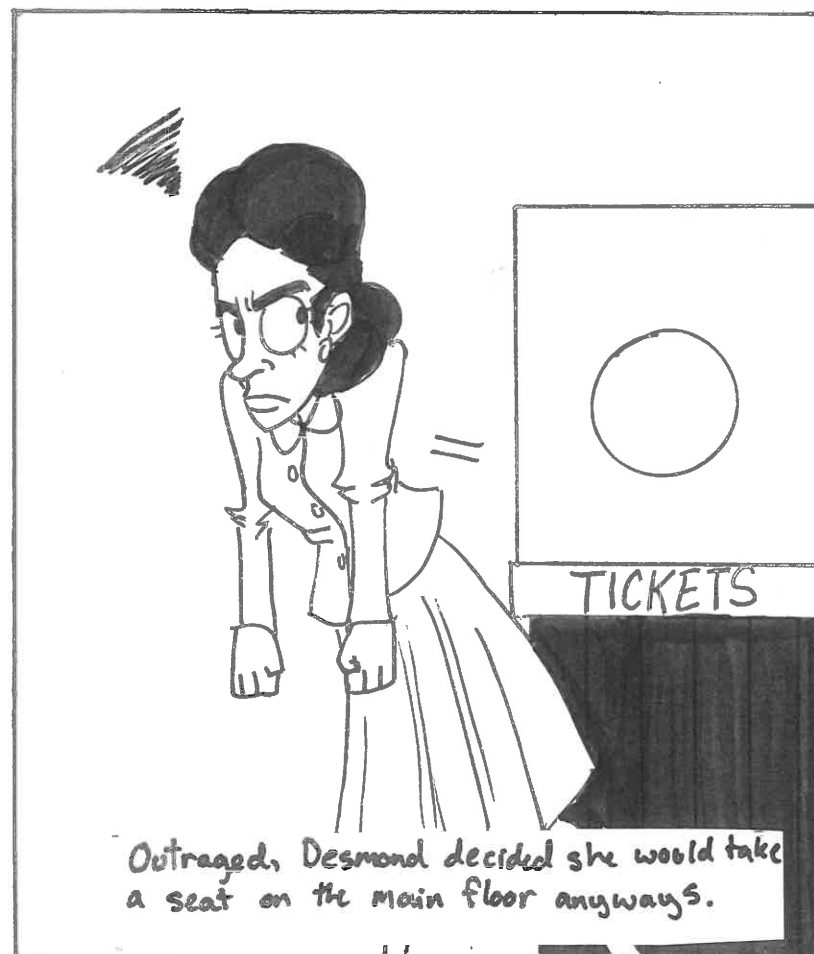
They ignored her request, and gave her a ticket for the balcony instead.



Not knowing that she'd been given a Balcony ticket, Desmond headed to the main floor, where she was challenged by the ticketmaster.



She figured there must've been a mistake, so she went back to exchange her ticket for a main floor one. She even offered to pay the difference between the two tickets.





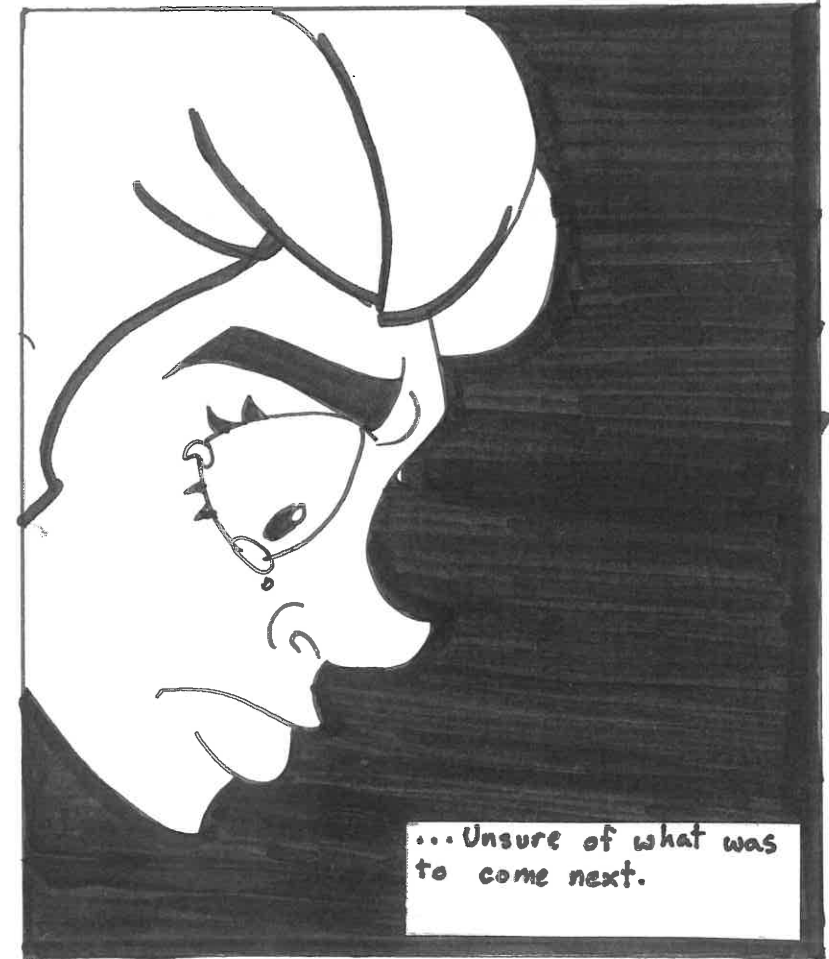
They forcibly removed her from the theatre...



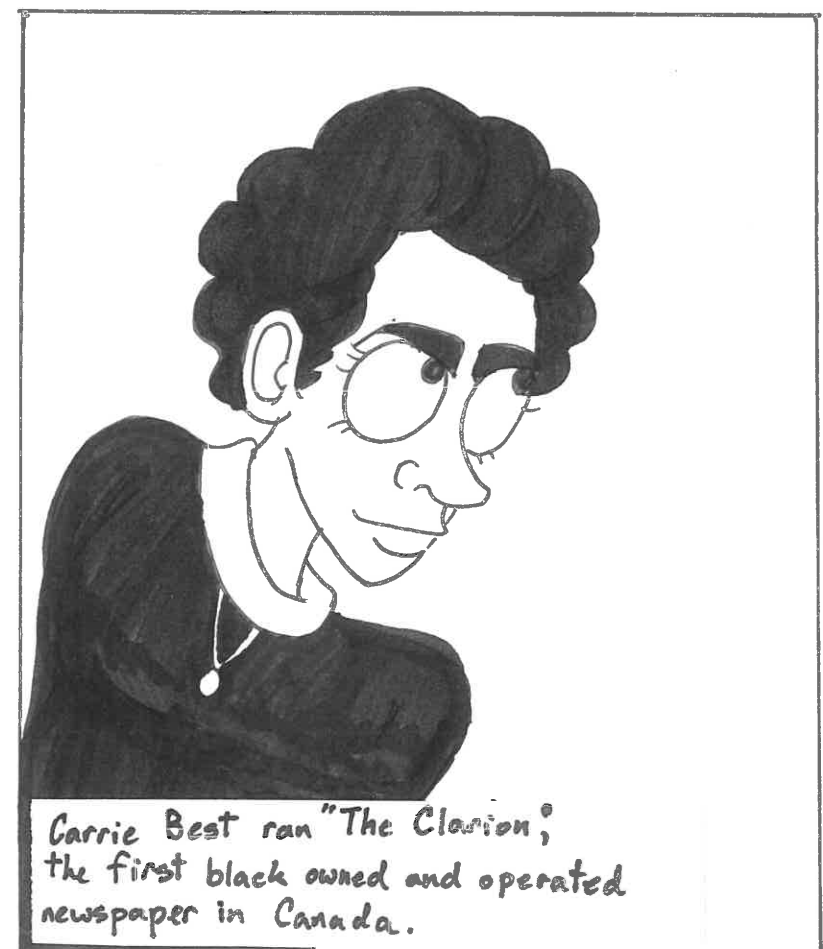
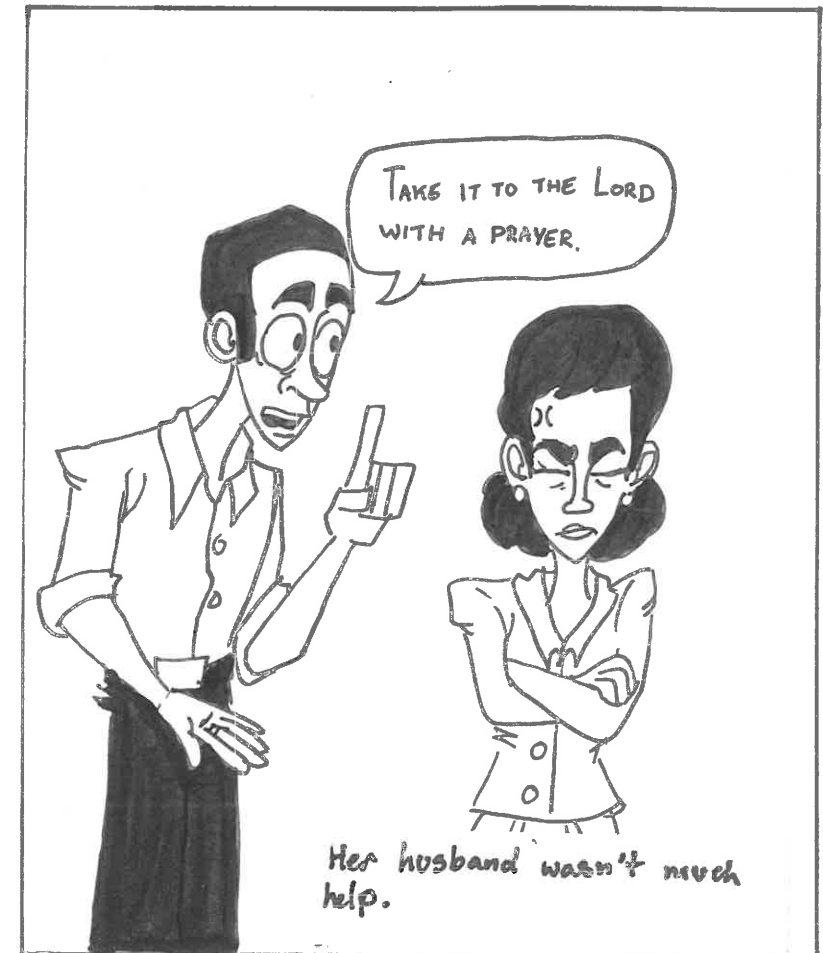
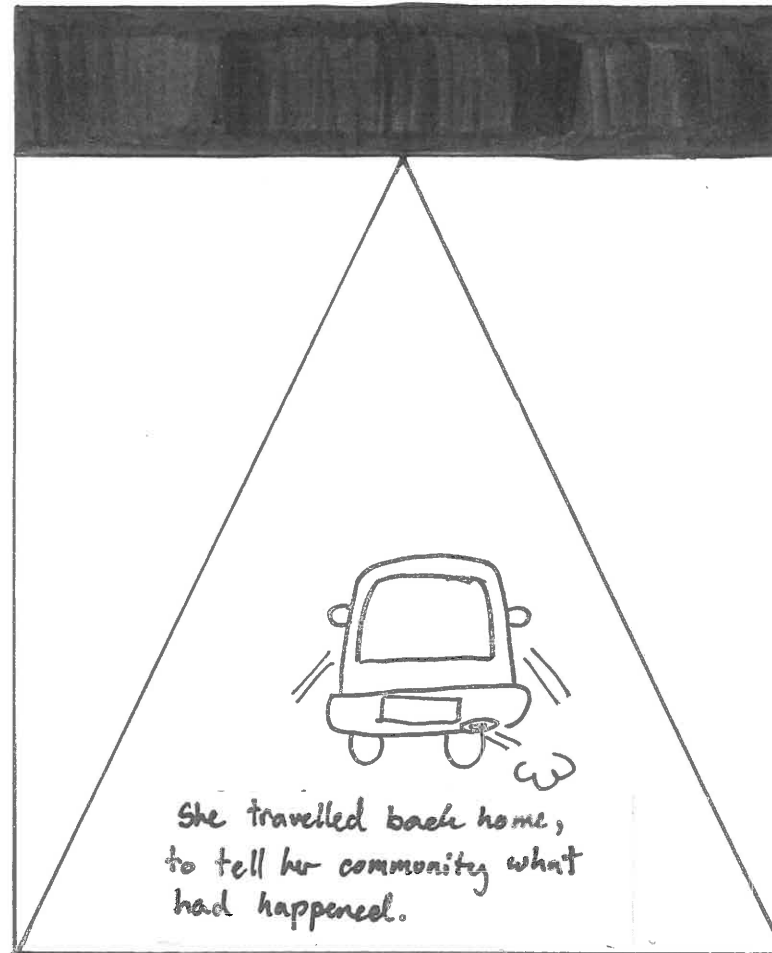
... and threw her in jail overnight.

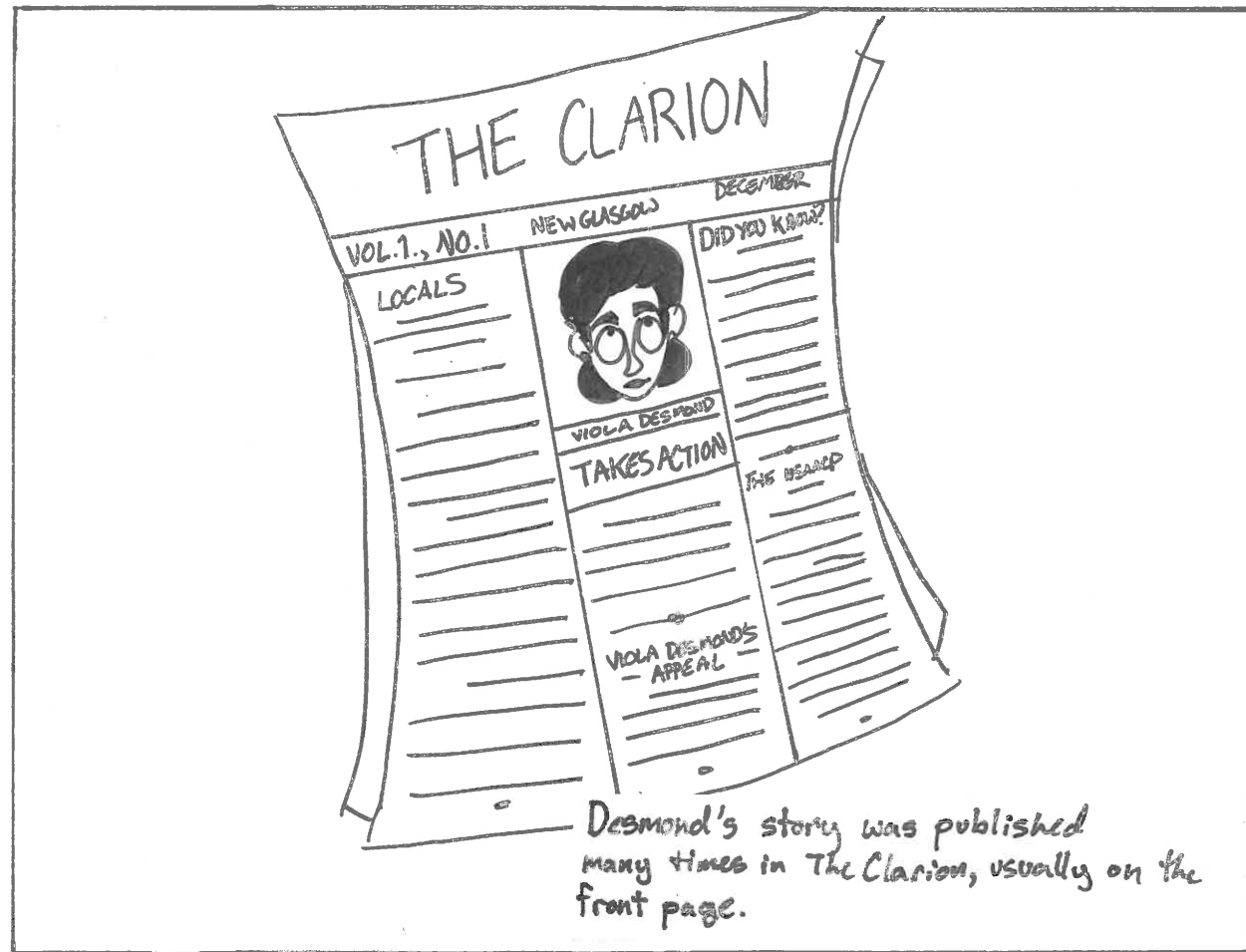


She sat bolt upright the whole night...



... Unsure of what was to come next.





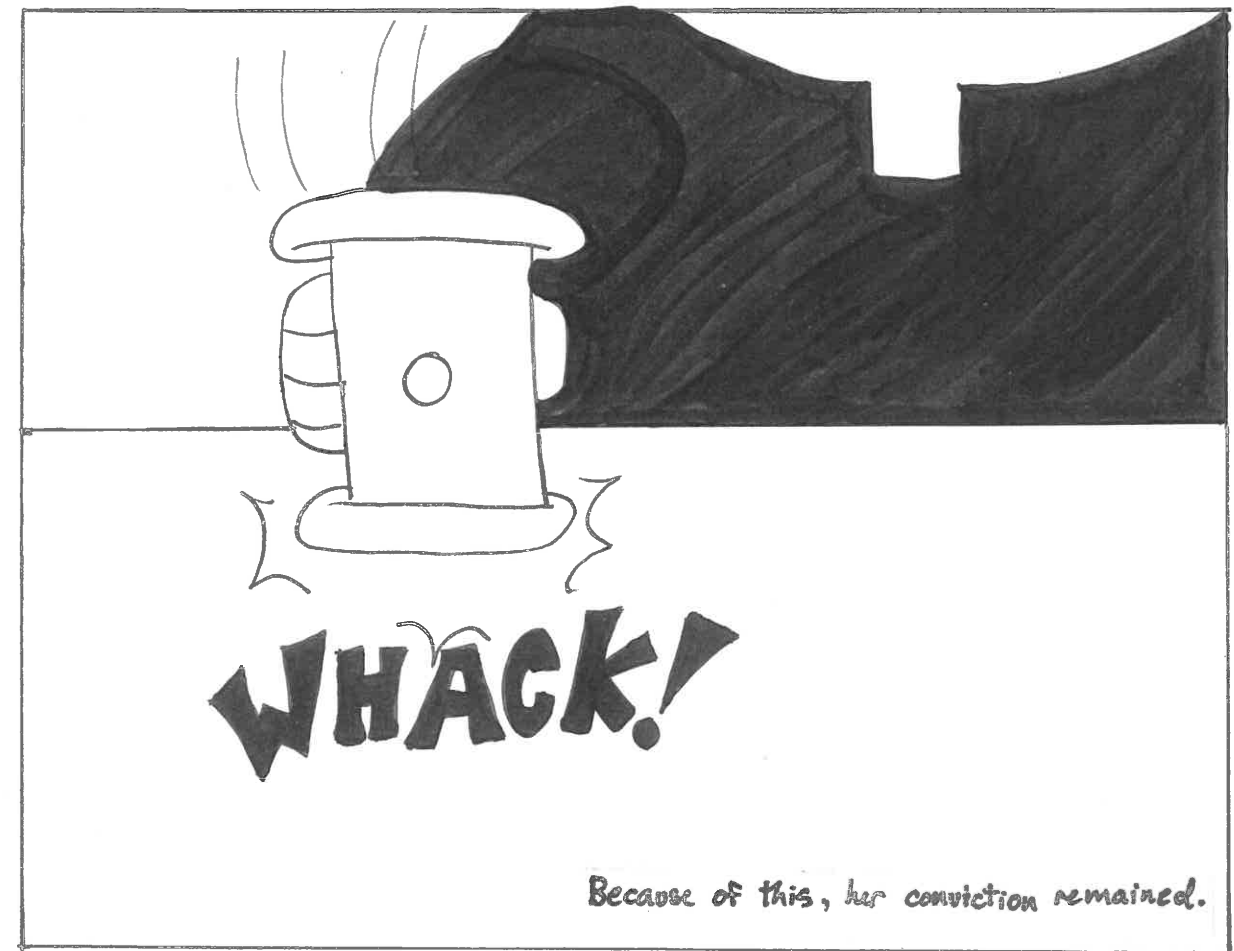
Desmond's story was published many times in *The Clarion*, usually on the front page.



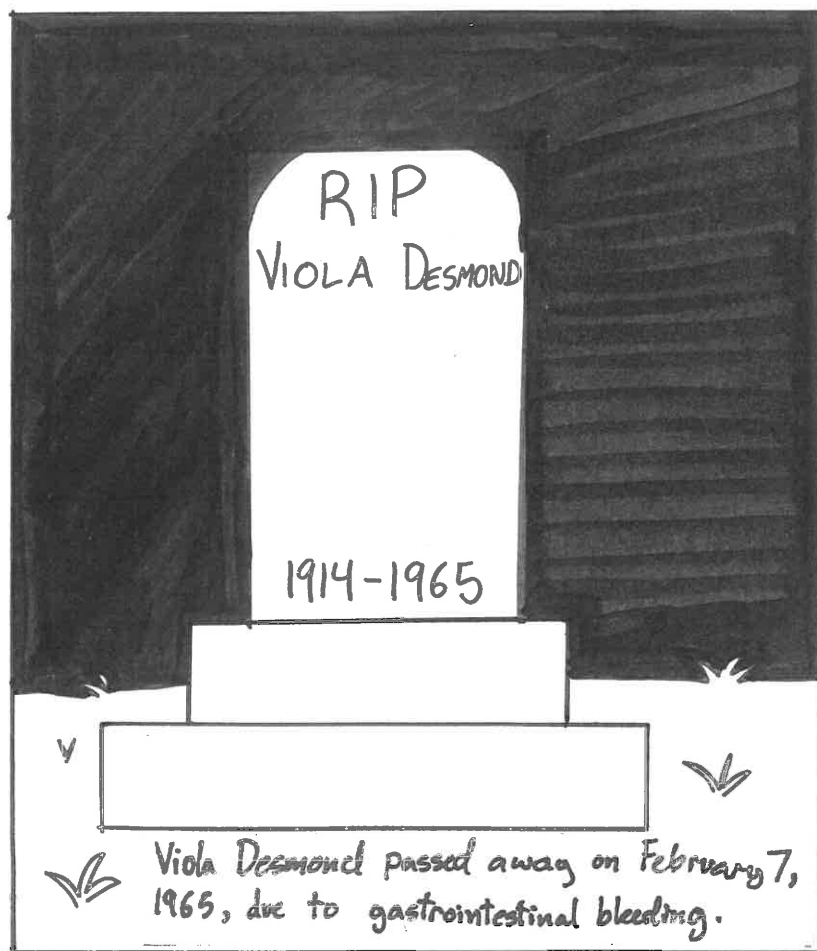
Desmond hired a lawyer in attempt to have her conviction overturned.



They discovered that while people technically had a right to freedom from racial discrimination, it was not illegal in places like hotels, theatres, and restaurants.



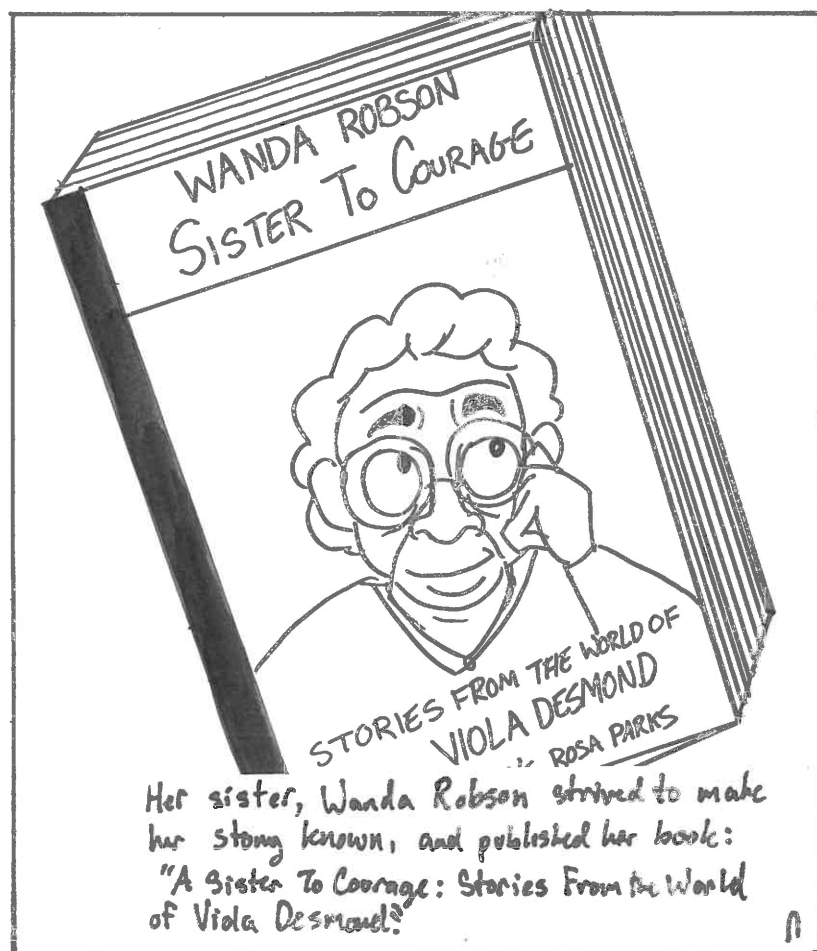
Because of this, her conviction remained.



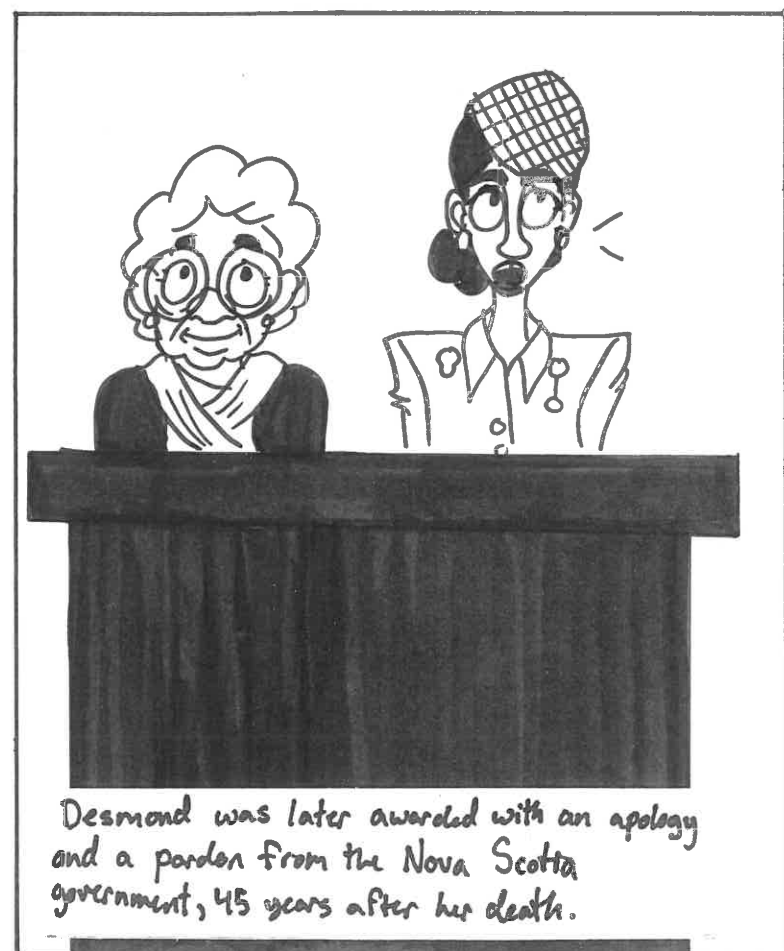
Viola Desmond passed away on February 7, 1965, due to gastrointestinal bleeding.



While her case wasn't brought to justice in her lifetime, her story became essential to the eventual abolition of Nova Scotia's segregation laws in 1954.



Her sister, Wanda Robson strived to make her story known, and published her book: "A Sister To Courage: Stories From the World of Viola Desmond."



Desmond was later awarded with an apology and a pardon from the Nova Scotia government, 45 years after her death.



In addition, Viola Desmond will also be the new face of the Canadian \$10.00 bill, to be released in 2018.