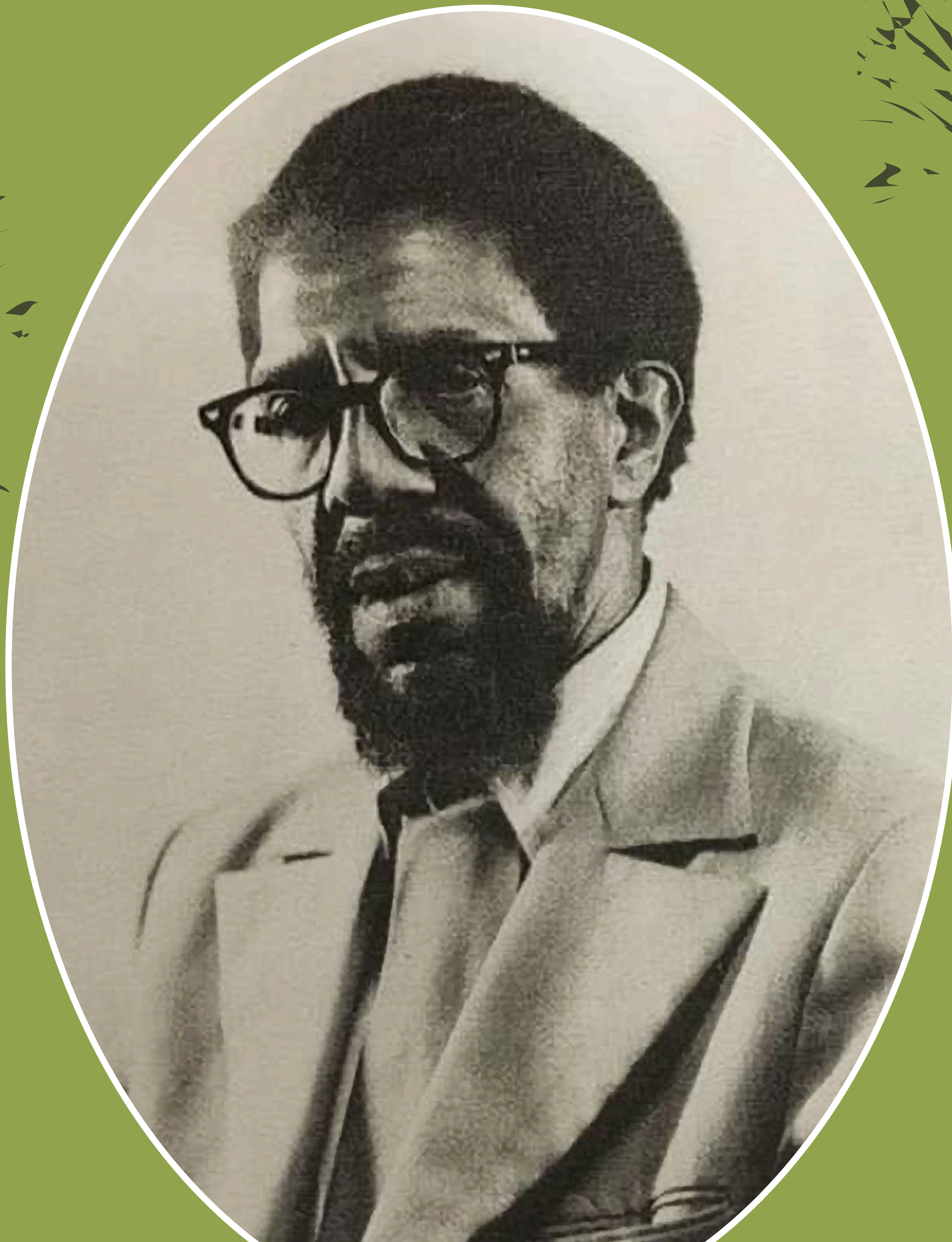


JOSEPH DRUMMOND

1926-1975, Saint John, New Brunswick



CIVIL RIGHTS ACTIVIST

Joseph Drummond was a civil rights activist in the 1960s and 1970s, known locally and nationally for his advocacy. In 1964, while spearheading the New Brunswick Association for the Advancement of Coloured People (NBAACP), Drummond and other activists staged a 'sit-in' at a barbershop in Haymarket Square in Saint John, NB. The white shop-owner proudly proclaimed that he had "never cut a coloured person's hair in 55 years," and refused to serve Drummond and other Black men. The protest made national headlines, leading the owner to revise his position. Throughout the 1960s, Drummond worked closely with other Black leaders in the Maritimes to address civil rights violations. He was an outspoken advocate for Saint John's Black community and devoted to equal rights and fair treatment of Black people incarcerated at Dorchester Penitentiary in New Brunswick. In 1970, representing the NBAACP, Drummond appeared before the Special Senate Committee on Poverty to speak out against racist hiring practices. At the time of his death, Drummond was Vice-Chairman of the National Black Coalition of Canada. Buddy Daye, Board Member of the Black United Front of Nova Scotia, recalled that "Joe Drummond was a drum major of justice, equality and the affairs of Black people."