

Urban Renewal Blessing In Disguise For Wilbert Black

East Cleveland's relocation plan has worked out well for Wilbert E. Black, proprietor of the Black Pride Barber Shop

formerly located at 1544 Hayden Avenue. Black now has a bigger, better and brighter shop at his new

location at 14248 Euclid Avenue.

Black operated a combination barber shop - beauty

salon at the Hayden location until he was forced to move by the East Cleveland Urban Renewal project. The City intends to rebuild that area with housing and commercial shops.

At the Euclid location Black now operated his barber shop and boutique, with his beauty salon, which is operated by his wife, located down the street.

Black intends to expand to a new unisex-type operation in which he will continue his beauty and barber services adding wigs, toupees and men's and women's fashions.

Besides running the barber shop Black is also active in community involvement. He is treasurer of the Hayden Avenue Development Association for the rebuilding of the Hayden Area, and Chairman of Relocation for the Project Area Committee. However Black explains that the President's moratorium on FHA financed housing has delayed development of the Hayden Area.



SURPRISE! --- Sam Ruffin of South Moreland Blvd., and the Ruffin Realty Company, engineered a delightful surprise wedding anniversary dinner party for his wife, Bernice, recently by assembling a small group of her close friends at Stouffers - on-the-Square. On hand to greet her-unexpectedly, left to right were, William O. Walker, Mrs. Beulah Loeb, Mrs. Naomi Walker, Mrs. Annabelle Spencer, William L. Spivey, (Mr. and Mrs. Ruffin, embracing); Mrs. Julie Jordan, Mrs. Charles P. Lucas, Sr.; Arnold Brown, and Charles H. Loeb. The Ruffins topped off the evening in their Moreland Blvd. apartment, with drinks and lively conversation. (Photo by Ari St. Clair)