

## ST. LOUIS' RICHEST NEGRO IN CHICAGO

Mrs. Malone Takes 'Poro College Hair-Straightening Business With Her.

Mrs. Annie M. Pope-Turnbo-Malone, wealthy Negro proprietor of a process for straightening kinky hair, has moved to Chicago, taking the manufacturing business of Poro College with her. Mrs. Malone, who has made more than \$1,000,000 from her process, and who was the richest Negro in St. Louis, moved because the sale of her products was much larger in Chicago.

"I had to spend too much time on the road between St. Louis and Chicago," she said yesterday. "And so I decided to concentrate in the place where the business was largest."

Mrs. Malone has purchased an entire city block in Chicago, containing four buildings, some three and some four stories high, she said. She lives in one of them, at 4411 South Parkway, uses part of it for the business and has all of the others full of cosmetic manufacturing apparatus.

"We just moved last Saturday," she explained. "All of the employees, about 150 persons, came up in busses. A million-dollar business? Well, I don't like that said. We prefer to say instead that we have 100,000 representatives over the country. All this move means at present is that we have changed the Chicago branch into the factory and the St. Louis factory into a branch."

"Of course we will continue to maintain a branch in St. Louis, but I don't know, at present, what disposition will be made of the property there."

Poro College, at 4300 St. Ferdinand avenue, described by Negro publications as the "half-million dollar home" of Mrs. Malone, has been a community center for St. Louis Negroes. No regular curriculum was offered there, but agents for Poro preparations were trained to use and sell the product, the training even including courses in how to walk and talk in order to impress prospective customers.

Mrs. Malone will continue to operate the St. Louis branch as a community center for a time. "Only the main building is occupied now," she said. "I don't know what disposition will be made of the center in the end."

Sued for divorce in 1927 by Aaron E. Malone, former Negro school teacher and book agent, Mrs. Malone secured dismissal of the receivership which Malone obtained, by paying her husband \$200,000. She divorced him May 23, 1927.