When Opportunity Knocks. . . Be Prepared

Managing one busy retail store is challenging enough. But what if you're in effect responsible for all of the stores operated by a national retailer within the urban confines of the country's fourth-largest city?

In this case, to a large degree you're father confessor for 16 different store managers, each with his own problems as well as opportunities. Through them you're in turn teacher, counselor and adviser to hundreds of employees.

Then for the ultimate good of the entire company you're of course accountable to still higher-ups who look to you first for top performances by all of these stores and their person-

While this is by no means an easy life for anyone, it's the calling for Walter Granison, a personable black man who over a relatively short period has advanced through the highly competitive ranks of retailing to a position of district manager with the F. W. Woolworth Co. He is

From salesman to District manager is remarkable for the 5 year span

the first black to hold such a position with the company.

Granison, a 35-year-old Philadelphian, returned home last year to hold down this major link between the City of Brotherly Love's Woolworth stores and the company's Mid-Atlantic regional office. headquartered in suburban Germantown.

Since 1969 he had managed one of the "showcase" units in Woolworth's 3,000-plus-store chain - a large ultra-modern outlet located in the nation's capital. There he and an enthusiastic staff were making considerable progress in revitalizing retailing in a depressed and predominantly black area of the city.

In this unique socio-economic environment — the area had become largely devoid of major retailing activity as a result of the civil disturbances that

followed the assassination of Dr. Martin Luther King Jr. -Granison and his all-black staff

problems involving a clerk's family life or even a manager's family life, and such ultimate

Busy Woolworth executive supervises 16 store managers, keeps them on their toes in sales and productivity



District Manager Walter Granison (right), the first black to be named a district manager with the F. W. Woolworth Co., inspects new spring merchandise in the men's apparel department of a large downtown Philadelphia store. Granison, who enrolled in the company's management training program in 1964, brings ten years of retailing experience to his important new position as supervisor of all 16 Woolworth stores located in central Philadelphia. Pictured with him are Bob Will (left), manager, and Howard Collins, assistant manager of the store.

over a five-year period developed the new Woolworth outlet into a successful and truly community-oriented store.

Today as a busy attachecarrying Woolworth executive, Granison spends his working hours in constant consultation with the 16 Philadelphia store managers under his jurisdiction. Visiting from one to two stores a day, Granison covers a wide range of subjects and concerns: how to increase sales and productivity, how to move seasonal merchandise, how best to display ten-speed bicycles or panty hose, what to do about those items that aren't

Then there are those employee-related matters, training procedures, often personal

considerations as what a manager can do to stimulate over-all customer interest in Woolworth's merchandise and services. "You've got to keep yourself programmed and tuned into 16 different stores and to 16 individually different managers," Granison noted.

Considering that in any major retail chain operation it takes considerable time to reach the level where you're responsible for an entire group of stores, Granison has made remarkable progress over a relatively short span of years.

Under Woolworth's trainingprogram he served first as assistant manager in several stores. But once he was appointed to manager of a store in 1967 in Philadelphia it was to

be only seven years before he would be named a district manager. He's one of very few within the Woolworth organization to have been promoted to such a position after fully managing only two Woolworth stores.

This Woolworth management training program turns out hundreds of retailing executives a year, a large portion of whom are women and members of minority groups. Mrs. Alberta Wells, of San Diego, Calif., Woolworth's first black female store manager, is a product of this training program.

As pointed out by Aubrey C. Lewis, who as assistant corporate vice president for administrative service, is Woolworth's highest ranking black executive, "For years our company has led the industry in advancing qualified women and minorities to management

In addition to holding store management slots, these individuals are found in important

GRANISON'S ADVICE: 'Apply yourself to learning all there is to know about the field...'

merchandising posts in the buying divisions, as well as in marketing, accounting. restaurant operations, data processing and distribution."

The contributions of Lewis and the numerous-other blacks holding positions in Woolworth's executive office - Mrs. Rosetta Sanders, for example, is the company's first black female buyer - are complemented by the efforts of this ethnic group as represented on the regional, district and store levels of this vast retailing

They all share in the advice district manager. Granison, offers to young people who are undecided as to what they would like to do with their lives. "Seek out positions in retailing,"

he says. "Apply yourself to learning all there is to know about the field. You couldn't make a better decision, despite all of the long hours and hard work."



Fashion designer Walburton Pulley shows here his Quiana knit gown in peach for formal parties aboard ship. Model is Marti Franklin of Pinnie's Charm Studio in Columbia, Md. Mr. Pulley's designs are found in department stores and coutures along the eastern seaboard. (Photos by Benjamin M. Phillips IV.)

Cruising In Style

By Marie P. Cooke

So you finally decided on how you are going to spend that long-awaited, late summer vacation.

Aboard a cruise ship. The decision took a lot of thought and planning. (While scanning through some brochures. could see why cruises are so popular. Many offer the customer a fantastic vacation at attractive, often-times cheap prices.) And now it is definite, you (mate?) are going to spend 10 days cruisin.

At least that much is solved: Now you ask yourself, "what type of clothing do I take on a cruise? DAWN went cruisewear shopping and came up with the answers for you.

Remember you are going on a trip, not moving to another state, so pack only those clothes and accessories you know you will need. Don't take along items which require a lot of upkeep, like ironing and so

BEFORE you do anything. write down on a pad ALL of the activities which have been scheduled for the trip. Your itinerary may look something like this:

11 a.m. - Ship leaves port 12:30 p.m. - Welcoming recep-

2 p.m. - Informal luncheon (buffet-style) 3:30-5 p.m. — Swimming 6-7 p.m. — Cocktails (formal) 7-9 p.m. — Dinner (formal) 9 p.m.-1 a.m. — Dancing (for-

Monday 8-10:30 a.m. - Breakfast 11:30 a.m.-3 p.m. - Ship to make a stop at nearby port. (Here's your chance to pick up on some real bargains. Mate doesn't want to shop, so he can get in a few holes on golf course. Lunch served at restaurant

on land. 3:30-5 p.m. - Games, swim-5:30-6:30 p.m. - Cocktails (in-

Continued on Page 11

a short story about beards and bumps How To Help Eliminate and Prevent Razor Bumps

Men shave in different ways because they have different beards and different types of hair:





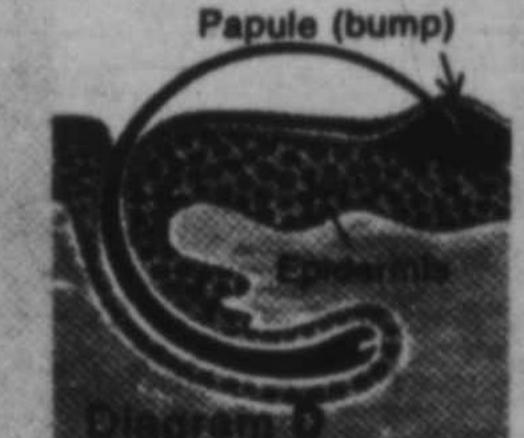






through the skin.

ir, wavy and curly hair can be shaved with a blade or electric razor. Shaving very curly hair (common among Black men) may equire another way to avoid "razor bumps".



gram "D" shows what can happen when hair is very curly. This hair comes through the skin's at a sharp angle, making it easy for the hairs to re-enter the skin after a couple days' growth.

WHAT'S THE ANSWER? For over 70 years Black Americans have been using Magic Shaving Powder (depilatory) instead of a razor. It actually "dissolves" hair rather than cutting it. It doesn't leave sharp tips on the hair it removes. And when used properly it gets them all. So it helps eliminate and prevent razor bumps.

No matter what formula you choose they are all fine products -- the world's leaders. Blue Label (Regular Strength for the average beard) Red Label (Extra Strength for tough beards). Gold Magic - with Shave Skin Conditioner. It's especially formulated for depilatory users. Won't sting or burn!



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