

New Hats Shown by Color TV

New York Times (1923-Current file); Oct 1, 1953;

ProQuest Historical Newspapers: The New York Times with Index

pg. 44

New Hats Shown by Color TV

A closed circuit colored television demonstration was used to present the spring line of Lee and Disney hats yesterday at the Plaza Hotel. More than 600 persons in the men's wear field were present at the showing, which closed the three-day sales convention of the Frank H. Lee Company, Danbury, Conn. Color television will become an important merchandising aid with lines shown to retailers all over the country in their own city, said Emanuel A. Korchnoy, vice president in charge of sales and advertising.