

LEE TO USE COLOR TV

Hat Company Head Arranges Dealers Preview for Sept. 30

Color television probably will have a greater effect on the sale of apparel than has any other factor during the last decade, according to James B. Lee, president of the Frank H. Lee Company, manufacturer of men's hats. A majority of the more than 3,000 dealers handling the company's hats intend to use color television, once it is introduced, to advertise merchandise, he said.

A preview of the first commercial showing of large-screen color television will be attended by 500 leading Lee dealers on Sept. 30. Two features of the spring, 1954, line to be previewed on the screen will be lighter weights and lighter colors. The use of color television

will make it necessary for manufacturers of men's wear to better coordinate their lines with related items, Mr. Lee advised.

"We expect that this method of using color television will serve to introduce a dramatic new concept in marketing fashion merchandise," Mr. Lee stated. "It will be important in showing the true appeal of fashion items and will speed up acceptance of new products."