

(LIVE ON)

The inevitable follow-up to the

(ROLL FILM)

giving of gifts at Christmas--namely, the exchanging of the same gifts--is underway in Roanoke at

(TAKE FILM)

an accelerated pace. The scene in Miller and Rhoads department store in downtown Roanoke--was typical of that repeated in numerous other stores. The volume of business was higher than most pre-Christmas shopping days. A store spokesman attributed the crowds to a sale of Christmas cards and supplies, a separate sales promotion day, and the inevitable exchange of gifts that were not the correct size or didn't suit the recipient.

Regular store employes were kept hopping, since the part-time, seasonal help was released at the end of business December 23rd. Stores to which merchandise is returned prefer to have the sales slip but normally an exchange can be made if the article is recognizable as having been sold at the store  
(FILM ROLLING)