

(roll film)

Another huge shopping center—the Third in
the Roanoke area-- opened today on

(take film)

Melrose Avenue. It's the Roanoke-Salem Plaza...

Roanoke Mayor Willis M. Anderson and Salem Mayor

James I. Moyer handled the ribbon-cutting duties...

Six thousand people got a close up look at the center,

which is the second largest in the chain of 10

centers owned by Giant Foods.. Eventually,

~~at~~ 40 stores will be in the Plaza.. Today, 23

stores opened, joining four which had opened

last month. The parking lot has space for 2 thousand

cars. The whole enterprise had a price tag of 4

million dollars. *building cost,*

(live on)