

(ROLL FILM)

Roanoke's merchants did their part to stimulate the economy by staging a Dollar Day today.

(TAKE FILM)

And the balmy weather helped stimulate shoppers to come out and take a look at the bargains on the shelves. For the first time during recent sale days, the thermometer registered pleasant enough readings to make bargain hunters eager to buy.

For the most part, merchants were well pleased with today's response. The flow of traffic was so great, Police were kept busy directing traffic.

(LIVE ON)

RCH