

JUST DIAL VE. 7-7790
BALTO. NEWS-POST

McKeldin Speaking

By JOYCE POCKLINGTON

Thousands of Baltimoreans are dialing VEron 7-7790 around the clock.

At the end of the line, in fact, 10 lines receiving up to 700 calls an hour, is the voice of former Gov. McKeldin who is running against Democrat J. Harold Grady for mayor.

"I'm glad you called," booms McKeldin, "because I want to speak to you about the future of Baltimore."

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McKeldin is not only glad. He's delighted, so much so that he's having six more lines installed to handle the calls at 1112 Fidelity Bldg., Republican State Central Committee headquarters.

THE TELEPHONE gimmick copied from Gov. Rockefeller's campaign in New York, began in Baltimore the morning after the primary election.

Between 9 and 11 A. M. Wednesday, there was one busy signal recorded. Following is a record of busy signals:

11 A. M. to noon—none
Noon to 1 P. M.—10
1 to 2 P. M.—11
2 to 3 P. M.—16
3 to 4 P. M.—112
4 to 5 P. M.—141
6 to 7 P. M.—251
8 to 9 P. M.—400
9 to 10 P. M.—356

Overnight, there were 2,967 busy calls, says William Gresham, vice chairman of the Republican State Central Committee.

The Chesapeake and Potomac Telephone Co. has an automatic counter on the recording machines to tell the number of busy calls. No device has been set up though to determine the exact number of calls.

McKeldin's message is recorded on a tape recorder when he picks up the phone. But he has to do this 10 times for the 10 lines.

"The telephone conversations will stop when we stop getting calls, but we don't think it'll happen until the general election, May 5," Gresham says. "We're planning to have different messages."

Maybe one of them will be what McKeldin thinks of Grady.



EX-GOV. McKELDIN TALKS, TALKS, TALKS, TALKS

... on 10 phone lines at once.

—News-Post Photo.