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MCLENDON (260)

DALLAS, TEX. (AP)--THE DALLAS MORNING NEWS SAID IN A COPYRIGHTED STORY TODAY THAT DALLAS BUSINESS EXECUTIVE GORDON MCLENDON PLANS TO ENTER THE 1968 TEXAS GOVERNOR'S RACE.

REPORTER JIMMY BANKS, WRITING FROM AUSTIN, SAID MCLENDON PLANS TO ANNOUNCE HIS CANDIDACY JAN. 3.

THE NEWSPAPER ALSO SAID IT HAS LEARNED THAT U. S. SEN. RALPH YARBOROUGH HAS TOLD SOME LABOR LEADERS THAT HE DEFINITELY PLANS TO MAKE THE GUBERNATORIAL RACE NEXT YEAR, TOO.

SUCH A DEVELOPMENT WOULD SET UP A DRAMATIC RE-ENACTMENT OF THE BITTERLY FOUGHT BATTLE FOR THE DEMOCRATIC NOMINATION TO THE U. S. SENATE IN 1964, IN WHICH YARBOROUGH DEFEATED MCLENDON BY A VOTE COUNT OF 520,591 TO 419,883.

MCLENDON IS GENERALLY REGARDED AS A POLITICAL CONSERVATIVE WHEREAS YARBOROUGH, A U. S. SENATOR FOR 10 YEARS, IS THE LEADER OF THE STATE'S LIBERAL-LABOR FORCES.

LT. GOV. PRESTON SMITH IS THE ONLY ANNOUNCED CANDIDATE SO FAR IN THE DEMOCRATIC PRIMARY RACE FOR GOVERNOR. GOV. JOHN CONNALLY, WHO HAS OCCUPIED THE EXECUTIVE MANSION SINCE 1962, SAYS HE WILL NOT SEEK A FOURTH TERM.

OTHER DEMOCRATS WHOSE NAMES HAVE BEEN MENTIONED AS POSSIBLE GUBERNATORIAL CANDIDATES NEXT YEAR ARE SECRETARY OF STATE JOHN HILL, FORMER TEXAS ATTY. GEN. WAGGONER CARR AND EUGENE M. LOCKE OF DALLAS, NOW SERVING AS DEPUTY U. S. AMBASSADOR TO SOUTH VIETNAM.

MCLENDON'S FIRST PLUNGE INTO POLITICS WAS THE RACE AGAINST YARBOROUGH IN 1964, WHEN PRESIDENT JOHNSON SWEEPED TEXAS BY A LANDSLIDE.

MCLENDON, A NATIVE OF PARIS, TEX., AND A GRADUATE OF YALE, GOT HIS BROADCASTING START BY RE-CREATING SPORTS EVENTS ON RADIO AS THOUGH THEY WERE BEING BROADCAST LIVE.

HE NOW IS OWNER-MANAGER OF DALLAS RADIO STATION KLIF AND OF OTHER STATIONS IN EL PASO AND HOUSTON, AND HAS REAL ESTATE AND OIL HOLDINGS. IN ALL, HE OWNS 16 RADIO AND TV STATIONS FROM OREGON TO PENNSYLVANIA.

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