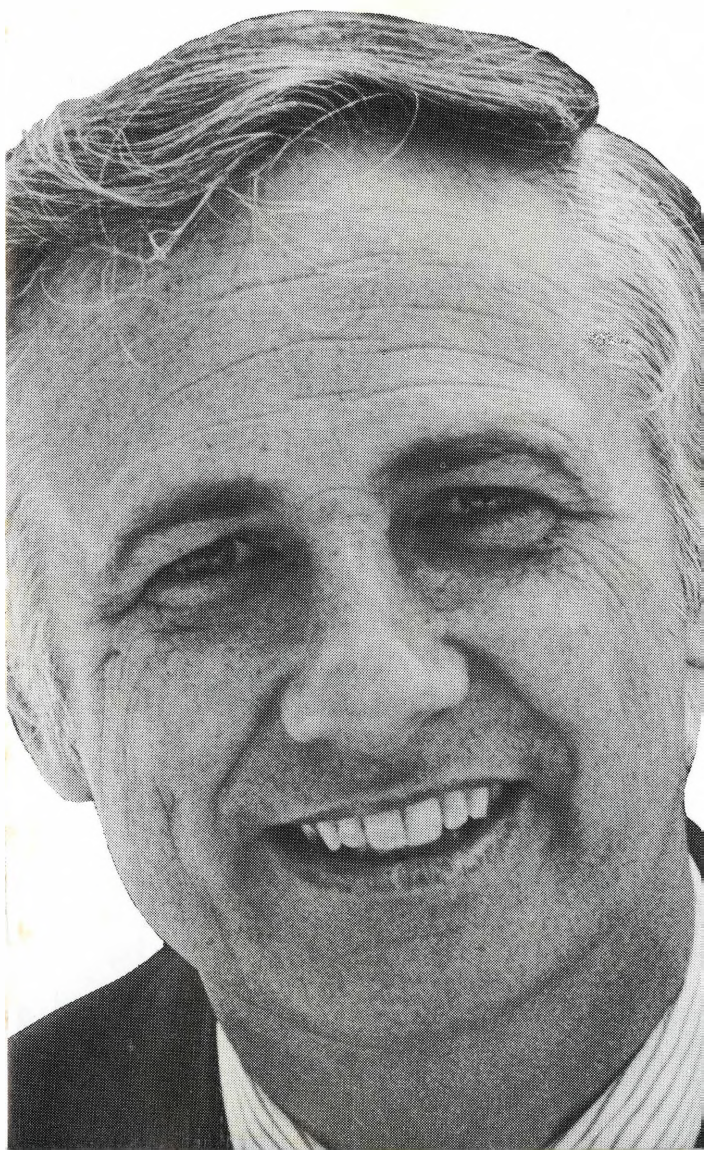


**A NEW
ATTORNEY
GENERAL...**



BILL NORRIS — MAN OF THE LAW

"My personal commitment is to the law. Bringing the law to the people by providing the highest quality legal service; bringing together and leading law enforcement agencies in new efforts; and increasing the role of the Attorney General as a protector of the people are the goals of my administration.

"I will seek to insure the independence of the Attorney General's office—independence from partisan politics and personal ambition and independence from unwarranted demands of other elected officials and government bureaucracy.

"America is a nation built on law. We cannot remain a free nation unless everyone of us—from pauper to President—is bound by the rule of law.

"Too many people believe that the law is remote; that the law is unjust; that the administration of the law is costly; that the law works against us; that it is simply a sword—not a shield.

"If we are to change this attitude we must begin with the chief law office in our state. And that's why I am running for Attorney General. I am running on a record of twenty years of a public commitment as a private citizen. But, in great part, I am a candidate because of the trust which Mayor Bradley placed in me as President of the Police Commission and the deep understanding of police problems which I gained from Chief Ed Davis and the men and women of the Los Angeles Police Department.

"With this knowledge and understanding and my personal commitment, I intend to show that the law can be effective, that the law can be concerned."

LAW ENFORCEMENT ...

"The critical need at the state level is for new leadership in law enforcement. The entire mushrooming problem of juvenile violence and juvenile crime has been totally ignored at the state level, while local officials have struggled with the issue. Priorities must be shifted from victimless crimes to crimes of violence. The violent crime of rape requires special attention and new approaches. What we also need at the state level are greater efforts in developing new ways to build bridges between the police and the community."

HUMAN RIGHTS ...

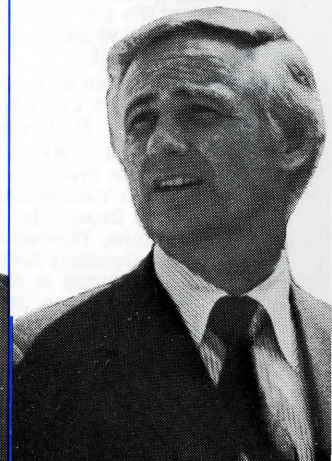
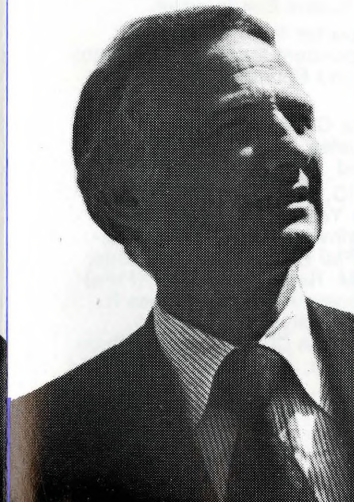
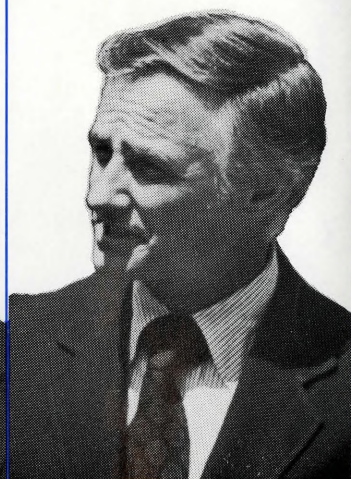
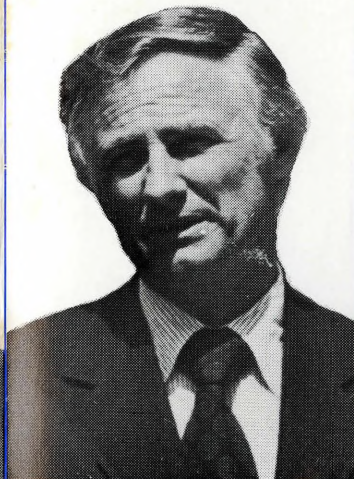
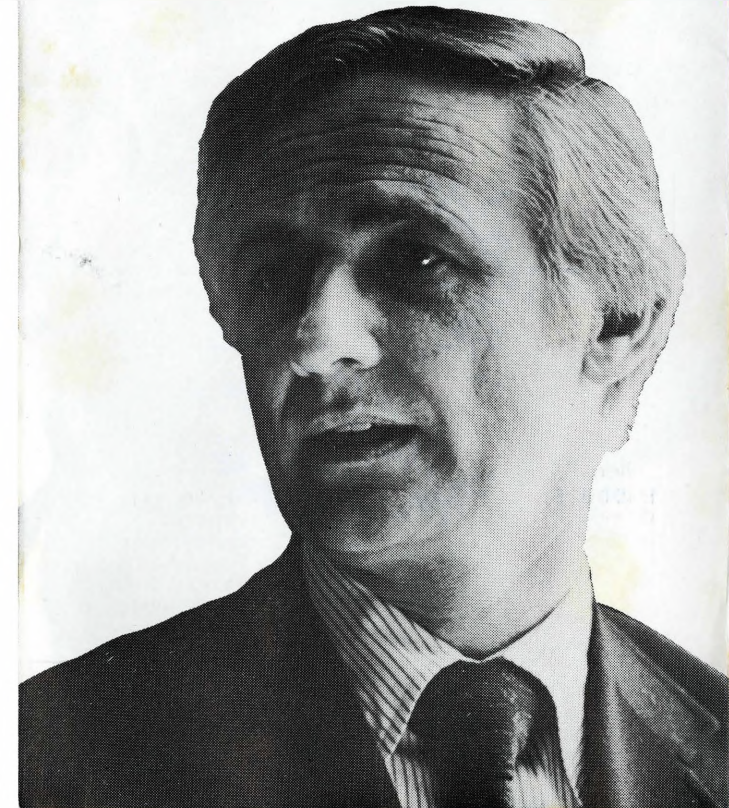
"The Attorney General of California must be concerned about the rights of every citizen in this state—their right to privacy, their right to equal opportunity, their right to freedom from government interference in their private lives. They must be protected from unwarranted snooping by government agencies and private business. The people of California must be assured that they can go to the Attorney General, that they can receive the legal protection which they pay for, that the Attorney General is really dedicated to defending their fundamental rights."

CONSUMER PROTECTION ...

"California's consumers are not receiving the protection which they need. Unsafe products, faulty and shoddy home construction and repair practices, and unscrupulous land developments have not been effectively handled. This is the type of consumer protection which the California Attorney General should be providing. Most importantly, the Attorney General must develop new ways to insure that persons who are cheated get their money back. Today, the state treasury receives the money when frauds are sued by the Attorney General and the people who are cheated don't get anything."

GOVERNMENT MISCONDUCT ...

"The Attorney General is the key official who must insure that government operates properly and honestly. He must not only maintain continued vigilance; he must also have the courage to act. While official corruption must be a major concern, he must also be willing to move against state agencies which are not doing the job that they are chartered to do. He must be willing to aggressively attack bureaucratic ineptitude and insolence which thwarts the will of the people. He must be willing to take legal action against government agencies which disregard the law. He must use the powerful legal tools at his disposal to make government obey the law."



BILL NORRIS... MAN OF THE LAW

GOVERNMENTAL EXPERIENCE □ President, Los Angeles Police Commission □ Special Counsel to the California Attorney General □ Law clerk to Supreme Court Justice William O. Douglas □ Special Counsel to President John F. Kennedy's Commission on Airlines Controversy □ Vice Chairman, State Board of Education □ Member, State College Board of Trustees.

LEGAL HIGHLIGHTS □ Senior Partner, head of litigation, Tuttle & Taylor, Attorneys □ Appointed by U.S. Supreme Court to argue one of the five cases in the landmark Miranda decision requiring police to advise citizens of rights □ Judicially praised for trial skills in a law suit against disreputable water finder associated with a highly criticized land developer □ chosen by Stanford University to represent it in precedent setting proceedings against a professor charged with undermining academic freedom □ Represents Rincon, La Jolla, and other Indian bands in major San Diego County water rights dispute.

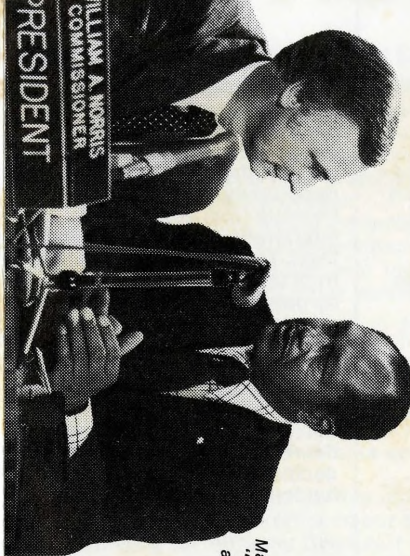
POLITICAL BACKGROUND □ Executive Committee, Tom Bradley for Mayor □ McGovern for President □ Robert Kennedy for President □ Chairman, O'Brien for Attorney General ('70 primary) □ Co-chairman, Riles for Supt. of Public Instruction □ Committee to Re-elect Governor Brown □ Campaign Manager, Rudd Brown for Congress □ Member, California Democratic State Central Committee ('59-'66) □ 48th Assembly District Representative, California Democratic Council.

EDUCATION □ Princeton University (Woodrow Wilson School of Public Affairs) graduated Phi Beta Kappa □ Stanford School of Law, graduated first in class.

WORK EXPERIENCE □ Reporter for Turtle Creek Independent (Pa.) □ Correspondent for New York Times, International News Service, and Philadelphia Enquirer (prior to law school).

PERSONAL □ Born in Turtle Creek, Pennsylvania, August 30, 1927 □ Los Angeles resident □ Four children: Barbara, 22; Donald, 21; Kim, 18; Alison, 15.

ENDORSEMENTS □ AFL-CIO, United Auto Workers, Women For:, San Francisco Young Democrats □ Congresswoman Yvonne Brathwaite Burke, Congressman George E. Brown, Jr., Phil Burton, Don Edwards, Richard T. Hanna, Thomas M. Rees, Fortney H. (Pete) Stark □ State Senators Anthony Beilenson, James R. Mills, Albert S. Rodda □ Assemblymen Howard L. Berman, Willie L. Brown, Jr., Pete Chacon, Julian Dixon, Ray Gonzales, Walter M. Ingalls, Lawrence Kapiloff, William Lockyer, Leo McCarthy, Leon Ralph, Alan Sieroty, Charles Warren, Henry Waxman, and Bob Wilson.



Mayor Tom Bradley praises Bill Norris' "high level of service and leadership," as Los Angeles Police Commission President.

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FOR ATTORNEY GENERAL BILL NORRIS... MAN OF THE LAW