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**1/71 B      Lawyer-candidates may use letterhead**

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A lawyer candidate for district attorney may send letters on his professional stationery to prospective voters, and in his message can state his profession and give his legal background. Also, his campaign literature may contain his photograph, qualifications including his profession, and a statement of his legal and educational background. Such material can be distributed for the purpose of advertising his candidacy and not for the purpose of soliciting legal business. Although his office address may appear as a part of campaign literature, this must not be unduly emphasized. ABA Formal Opinion 298 and Informal Opinion 656 are in accord with this opinion. (1/8/71)