LIBERTY
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June 29, 2004

Via Email: rule-comments@sec.gov

The Honorable William H. Donaldson
Chairman
Securities and Exchange Commission
450 Fifth Street, N.W.
Washington, DC 20549

RE: File No. S7-10-04

Dear Mr. Donaldson:

As Chief Financial Officer of a company listed on the New York Stock Exchange, I am writing to express my concern regarding an SEC proposal which could weaken an important element of investor protection.

The trade-through or "best price" rule provides investors assurances that they will receive the best price when buying and selling shares of NYSE-listed companies and is intended to foster competition and transparency among all markets. It ensures that both large and small orders compete on the same basis – price.

The SEC has proposed allowing institutions to "opt out" of this rule, which would allow institutions to execute at something other than the best price on behalf of their ultimate investors and would encourage professional traders to internalize customer order flow. Much of the liquidity created by price competition would be removed, resulting in higher trading costs, wider quoted spreads and increased volatility. Providing institutions an "opt out" exception could be interpreted as a regulatory endorsement for the position that price does not matter, even when speed and anonymity are relatively equal between markets. It is a bad message to send; and the least sophisticated investors, including those investing in mutual funds, are at greatest risk.

Further, when liquidity is fragmented across multiple trading venues, the cost of raising capital increases – impacting issuers and investors alike. This is a matter of great significance for the American economy broadly as the cost of capital directly impacts the ability of companies to invest in jobs, R&D, expansion, acquisitions, etc.

Recent events have shaken investor confidence in the markets, and the government has implemented numerous regulatory changes to restore the integrity of the markets and investors' confidence in the companies offering their shares. It is, therefore, difficult to understand why Washington would consider implementing a process that would weaken the protection offered by the trade-through rule. Investors should not have to settle for anything other than the best price possible.

I ask that you work to keep the best price provisions of the trade-through rule intact.

Sincerely yours,

THE LIBERTY CORPORATION

/s/ Howard L. Schrott

Howard L. Schrott
Chief Financial Officer