

In my opinion, filing and pre-review of broadcast advertisements by NASD will be a very important tool in affirmatively preventing misrepresentations being made in the course of broadcast ads. I believe this to be a significant problem, and any rules, such as this one, that are designed to address the problem, are highly needed and welcomed. Pre-review of advertisements is already being done, extensively, by several state bar associations and has worked well, in those jurisdictions, to reduce abuse of attorney advertising. I believe it can serve the same function within the securities industry.

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