

QUALITY

AVAILABLE ONLY AT
YOUR AMERITECH DEALER.

Demand Detroit's **clearest** cellular reception.



The other guy's
service.



Ameritech's
service.

Choose Ameritech and get
up to 2,500 bonus minutes.

Once again, Ameritech clearly comes through with the best call quality *and* the best deal going. A recent independent study proved that Ameritech gives you significantly quieter calls than Cellular One in Detroit. That means when you put the receiver to your ear, there's less static and background noise. And now there's no better time to go with Ameritech. Sign up today and you'll get up to 2,500 bonus minutes.* That's a savings of up to \$625 for the clearest, quietest cellular service in town. So call Ameritech today!



Offer extended! Call 1-800-MOBILE-1 today.

*Low rate only. Use your minutes control received. Restrictions apply. Offer valid in Michigan only. © 1994 Ameritech

[A dense, vertical list of small text, likely a list of dealer names or contact information, which is mostly illegible due to the small font size.]

See your Ameritech cellular service dealer today. Or call
1-800-MOBILE-1

Choose Detroit's **clearest** cellular reception.



The other guys



Ameritech

Now get up to **2,500 free minutes.**

Once again, Ameritech clearly comes through with the best call quality and the best deal going. A recent independent study proved that Ameritech gives you significantly quieter calls than Cellular One in Detroit. That means, when you put the receiver to your ear, there's less static and background noise. And now there's no better time to go with Ameritech. Sign up today and you'll get up to 2,500 minutes absolutely free.* That's a savings of up to \$625 for the clearest, quietest cellular service in town. So call Ameritech today!

Ameritech

Call **1-800-MOBILE-1** today.

*Limited promotion. Restrictions apply. Offer valid in Michigan only, through March 31, 1994. © 1994 Ameritech

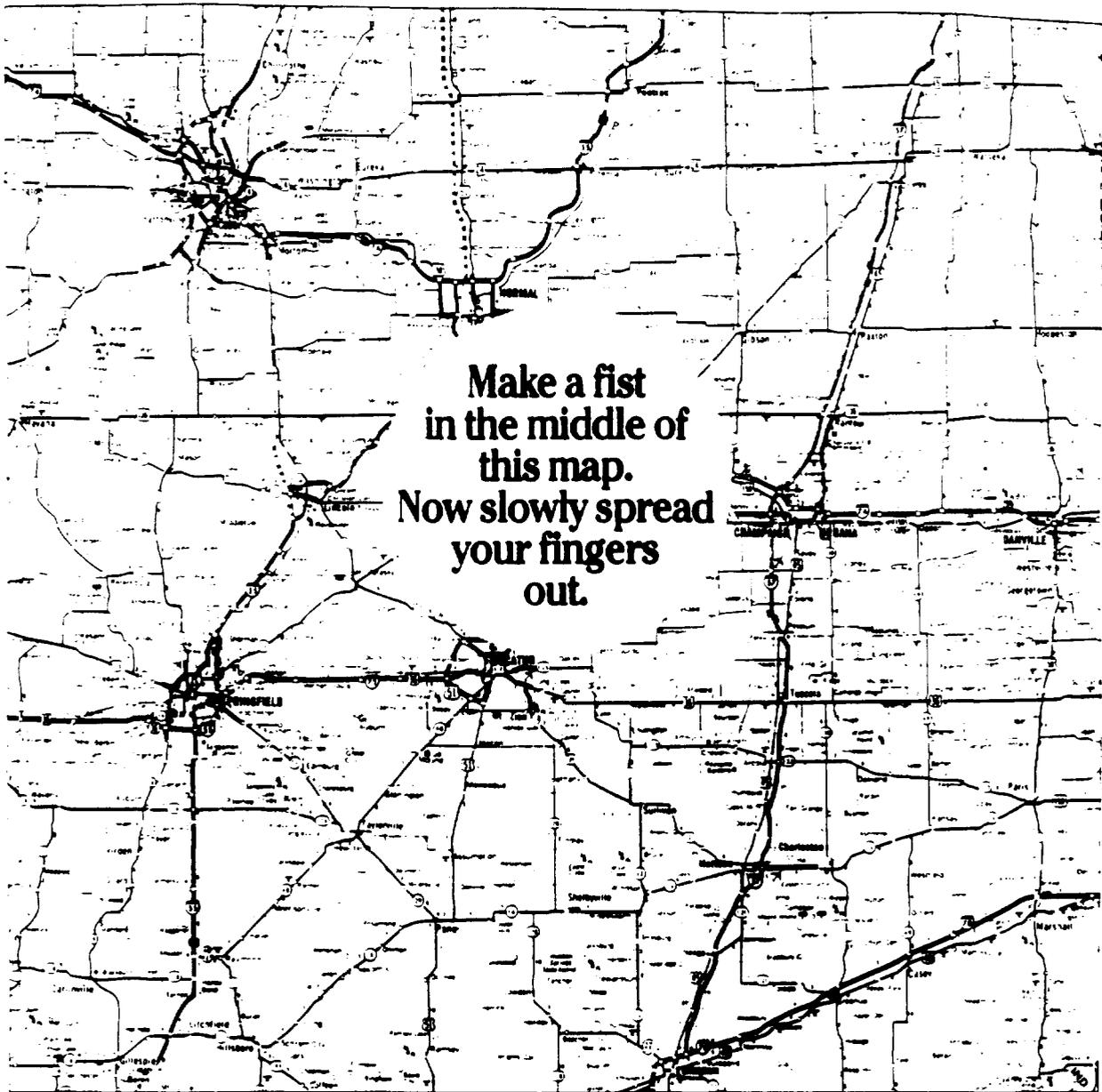
HURRY!
OFFER ENDS 3/31/94

[Vertical text on the right side of the page, likely a list of service areas or contact information, is mostly illegible due to high contrast and small font.]

See your Ameritech retailer or call **1-800-MOBILE-1**

ROAMING RATES

COVERAGE



**Make a fist
in the middle of
this map.
Now slowly spread
your fingers
out.**

Thank you for demonstrating Ameritech Mobile's
expanding coverage in Central Illinois.

(And remember, you receive affordable home rates with no daily access fee
no matter where you travel in our Central Illinois region.)

Call 1-800-MOBILE-1 or the Ameritech Mobile Authorized Dealer near you:

Consolidated Communications
General Offices
800-637-5328

Consolidated Communications
Charleston
638 W. Lincoln
217-345-9300

Consolidated Communications
Mattoon
Cross County Mall
217-235-9300

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AMERITECH
MOBILE COMMUNICATIONS

RATE COMPETITION

AVAILABLE ONLY AT
YOUR AMERITECH DEALER

Which cellular service is the best deal?

You make the call.

MOBILITY USAGE	AMERITECH	CELLULAR ONE	OTHER MAJOR ADVERTISERS
50 min.	TIME PACK 50 \$28.00 per month	Call Pack 50 \$31.00 per month	\$71.04
273 min.	TIME PACK 375 \$76.50 per month	Call Pack 100 \$89.85 per month	\$209.50
828 min.	TIME PACK 828 \$192.57 per month	Call Pack 500 \$240.41 per month	\$574.08

Facts are facts. The chart above proves it. Ameritech is cheaper than Cellular One. Not just a little cheaper. A lot cheaper - no matter how many minutes of airtime you're comparing. As the last column on the right shows, those savings can add up

to hundreds of dollars a year. And the value Ameritech offers doesn't stop there. Sign up for one year on an approved service plan with Ameritech* and you're automatically enrolled in the Ameritech MYF™ Program which entitles you to free airtime

for you, free phone repair and more. So you see, there really is no comparison between Cellular One and Ameritech. To make the call even easier, not to mention cheaper, you'll also receive \$150 of airtime credit if you sign up before April 30.

AMERITECH®

Your Link To A Better Life™

*Annual savings is based on published rates as of 11/2/90. Ameritech rates subject to change. Minimum 1-year commitment. There is a \$200 penalty for early termination. Cellular service charges provided by Ameritech MYF Program. Cellular One rates based on 287 min. commitment for one year. Other restrictions may apply. ©1990 Ameritech, Inc. All rights reserved. Cellular One is a registered service mark of the Cellular One Group.

1990 AMERITECH CORPORATION, CHICAGO, IL
AMERITECH SYSTEMS, INC. (A TCI COMPANY)
Chicago, Illinois 421 South

Ameritech Cellular
Time Packs The Cellular One Program™

3rd Fl. X 13th St.

BMW

For more information call
1-800-MOBILE

Here's what you get in a \$24.95 cellular service plan.

More *or* less.

AMERITECH	CELLULAR ONE
Basic Monthly Access	Basic Monthly Access
15 Free minutes per month	
Free activation (\$35 value)	
Locked-in calling rates	
Free emergency loaner phone	
Stolen equipment replacement program	
Free phone repair	

The best way to determine who gives you the best value in cellular service is to compare plans. So let's compare.

What does a \$24.96 plan from Cellular One get you? Well, we're not sure what it gets you apart from a monthly

bill. With Ameritech, however, \$24.95 entitles you to 15 free airtime minutes, plus you automatically get the benefits of the Ameritech MVP Program*, like free activation, free phone repair and more. Sign up for cellular service from Ameritech

before April 30, and receive an additional \$150 airtime credit.

So if you want the best value in cellular service, compare what Ameritech and Cellular One offer. You'll discover there is no comparison.

AMERITECH®

Your Link To A Better Life™

Annual savings is based on published rates as of 1/1/93. Ameritech costs reflect a discount for two-year minimum term commitment. There is a \$130 penalty for early disconnection. One-year service commitment required for Ameritech MVP Program*. Cellular One costs reflect a .02/min. interconnect fee for every minute used. Other restrictions may apply. ©1993 Ameritech, Inc. All rights reserved. Cellular One is a registered service mark of the Cellular One Group.

BLOOMINGTON/ NORMAL

Central States
Communications
1001 E. Grove
309/663-2532 *****

Hill Radio
2503 G.E. Road
309/663-2141 *****

Mobile Audio
1404 Kurt Drive
309/454-1515

El Paso
Gemcell Inc.
48 W. First Street
309/527-4100

Gridley
Gridley Cellular
108 E. Third Street
309/747-3400

Fairbury
Fairbury Auto Parts
210 W. Locust
815/692-4621

Lincoln
P & M Communications
390 S. Limit
217/732-3331

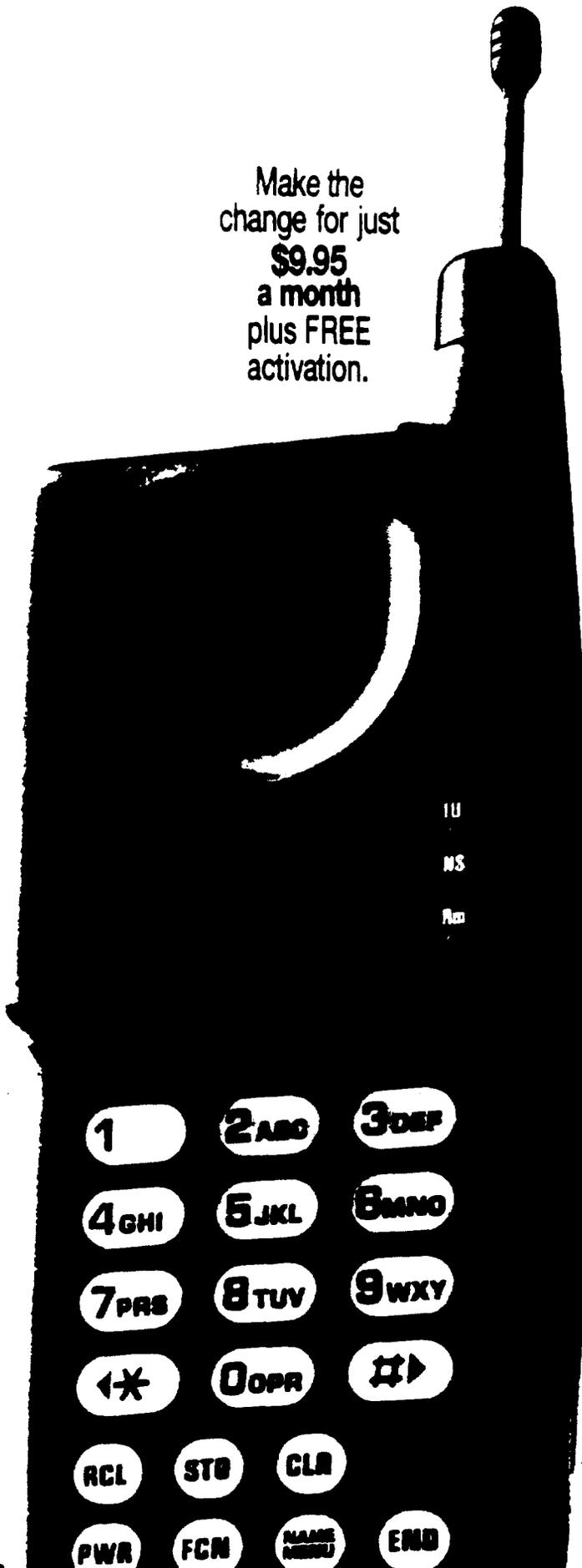
Mevius
The Cellular Connection
Dorchester Estates
1-800/475-7025

Sibley City
Hood's Ace Hardware
119 N. Sangamon
217/784-4273

For more information call
1-800-MOBILE-1

AMERITECH MOBILE. WE MAKE IT EASY.

Make the
change for just
\$9.95
a month
plus FREE
activation.



**Switch to the
Ameritech Mobile
Safe and Sound
Plan. The security
of a mobile phone,
at our best price
ever.**

If you currently have a mobile phone security plan at a price you don't feel secure about, now's a good time to switch. Get the best price in town, plus FREE activation (\$35 value). Call today.

1-800-MOBILE-1

Ask for Operator 3
or call your participating distributor.

MADISON Cellular Connection (608)276-6414	JANESVILLE Blackhawk Telecommunications (608)752-2021
Evans Industrial Communications (608)222-8500	Mulligans, Inc. (608)755-0666
General Communications (608)271-4848	Phones Plus of Janesville (608)756-8800
Grant Electronics (608)282-1000	Thompson Electronics (608)754-2858
Main Appliance (608)221-7865 (608)221-7860	BELDT Computer Business Services (608)364-1012
Pyramid Telephone (608)273-9300	PORTAGE Communications Service, Inc. (608)429-3300
Radio Specialty Company (608)255-7392	Gaffney Electric (608)253-3371
DEFOREST Access Communications (608)846-4363	South Central Cellular (608)742-5400
	PRAIRIE DU SAC J & J Electronics (608)643-4866

AMERITECH MOBILE

Participating distributors only. Not an offering of sale and source of the plan. The price of activation is shown as a guide only. The \$9.95 and \$35.00 plus FREE activation are subject to change. No purchase necessary. Standard rate plan applies. © 1993 Ameritech Mobile Communications, Inc. All rights reserved.

**COMPETITION TODAY
IN THE DALLAS MARKET**

**CELLULAR
TELECOMMUNICATIONS
INDUSTRY ASSOCIATION**

APRIL 21, 1994

DALLAS, TX: COMPETING DOWN TO LANDLINE LEVELS

Given the Texas economy's steady growth, positive NAFTA benefits and the state's general infatuation with the automobile, it's no surprise the battle to sell wireless telecom to Dallas/Ft. Worth's 4.3 mil. pops is fierce.

Especially when industry heavyweights SW Bell and LIN/McCaw are in the face-off. So far, wireline SW Bell holds the lead with a 60/40 sub split, fueled by its 11-year local cellular presence (vs. LIN's eight yrs.), brand-name recognition and strong distribution system.

SW Bell's pace has been its aggressive pricing strategies which have forced LIN (operating under the name Metrocel) to respond with lower prices for hardware and airtime. The table above shows representative rate plans, detailing the large number of free minutes, especially off-peak, in bundled packages. Rates like these start to give landlines (avg. rate 5¢ per local/long distance min.) a run for their money.

When rates are competitive and phones prices drop to \$1 or less, how do companies compete? By increasing coverage footprint, upgrading technology and strengthening distribution.

Metrocel grew its footprint by 66% in Jan., expanding southward to include Austin and covering 30K sq. miles vs. 18K earlier. SW Bell increased its area, too, adding Oklahoma City and covering 37K sq. miles. Both offer home-rate roaming in expanded areas and special long-distance rates.

LIN/McCaw upgraded to an Ericsson system this month, giving it a digital platform for its 176 Dallas-area cell sites. SW Bell already markets digital, offering up to a 10% discount to nearly 15,000 digital subs, 90% in the Dallas metro.

SELECTED DALLAS PRICING PLANS									
Service Plan	Monthly Charge	Rate/Minute			Free Minutes			Avg. S /min.	
		Peak	Off-P.	Night	Peak	Off-P.	Night		
<i>--SW Bell--</i>									
Association II *	\$39.95	\$0.32	\$0.07	\$0.07	0	600	100	\$0.06	
Basic	49.95	0.40	0.07	0.07	0	400	100	0.10	
Freedom	59.00	0.32	0.17	0.17	150	200	50	0.15	
Executive	99.00	0.27	0.12	0.12	300	350	50	0.14	
<i>--Metrocel--</i>									
Association II *	\$39.99	\$0.35	\$0.07	n/a	0	500	n/a	\$0.08	
Freedom	49.99	0.30	0.15	n/a	----120----	n/a	n/a	0.42	
Freedom II	57.99	0.32	0.17	n/a	120	250	n/a	0.16	
Time Manager 99	99.99	0.28	0.10	n/a	----350----	n/a	n/a	0.29	

All plans require one-year contracts except (*) which requires two-year contract. Peak hours: M-F 7:00 am-8:00 pm; off-peak: 8:00 pm-7:00 am plus weekends and holidays. Rates include \$.02/min. interconnect fee. © 1994 Paul Kagan Assoc., Inc.

This notice appears as a matter of record only.
October 1993

**Lin Cellular
Communications Corp.**

Has acquired the non-wireline cellular operations in
Texas 17 RSA
Serving 10 counties in East Texas.
from
**Eastex Cellular L.P.
D. Altos Corp. G.P.**

Serving a population of 225,000.

We represented the seller.



**DANIELS
& ASSOCIATES**

3200 Cherry Creek South Drive, Suite 500, Denver, CO 80209 303/778-5555
299 Park Avenue, New York, NY 10171
Financial Services to the Mobile Communications Industry.

FOR IMMEDIATE RELEASE

Nov. 5, 1992

CELLULAR ASKS FOR NEW SPECTRUM TO EXPAND WIRELESS SERVICES

WASHINGTON, D.C. -- The cellular telecommunications industry will ask the Federal Communications Commission (FCC) to make available to it and to others additional radio spectrum for the provision of expanded wireless communications services.

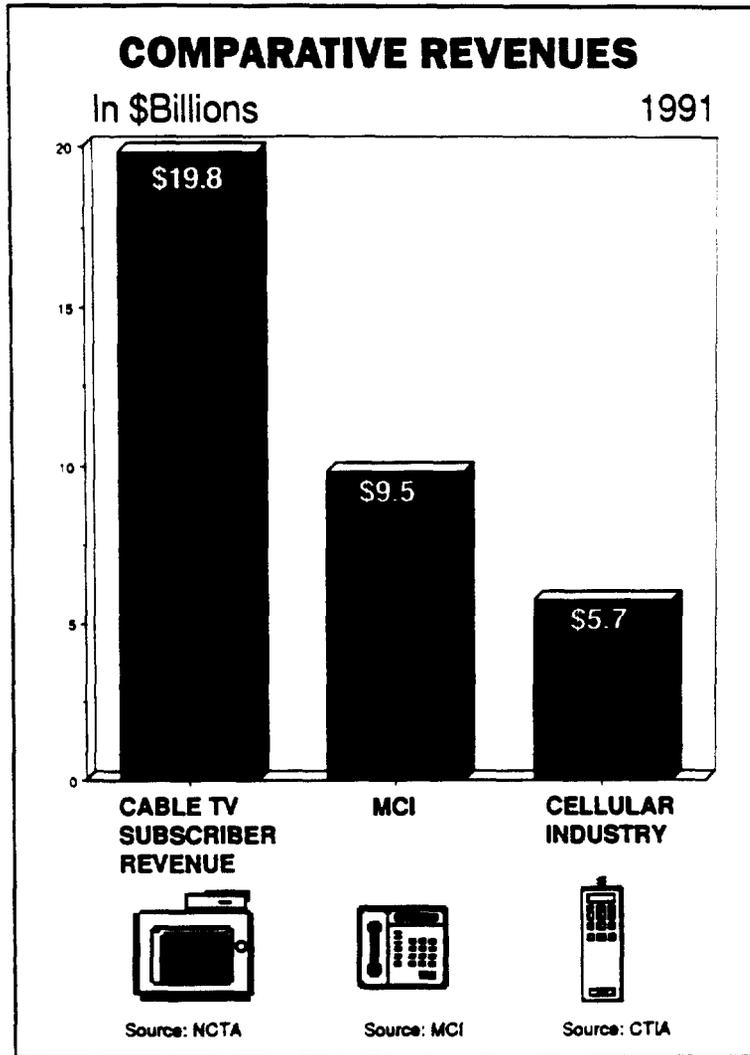
In comments to be filed Nov. 9 in the FCC's "Personal Communications Services" rule-making, the cellular industry will suggest this new spectrum be allocated to five licensees in each of the market areas used to define cellular service.

The FCC's PCS proceeding is expected to expand the provision of wireless telecommunications to include new services and new providers.

"We realize the fact that new entrants will be competing for the wireless consumer," commented Thomas E. Wheeler, President and CEO of the Cellular Telecommunications Industry Association. "We're asking the FCC to let us compete as well by allowing cellular carriers access to the new spectrum."

Under the FCC rule-making, companies ranging from MCI to Time-Warner and cable television operators plan to expand beyond their existing communications services into services offered over the new spectrum.

"Cellular operators are asking the FCC for the same growth opportunity that will be made available to other communications companies," Wheeler said. "The cellular industry has built a high-risk venture into the world's finest wireless system. In so doing, it has opened the doors to a future in which it has earned the right to participate."



"In outlining its positions, the cellular industry starts first with a very simple premise," Wheeler said. "Cellular today is serving 10 million subscribers and by the time the first service is launched under PCS, that number will have climbed to 18-to-20 million."

"Put simply, the cellular industry has made a commitment to continue supporting all those subscribers and the FCC should not penalize it for doing so," Wheeler said.

"The FCC cannot 'Betamax' existing cellular subscribers by degrading the existing cellular service," Wheeler warned. "At the same time, the FCC must encourage new services for current and future customers. The only responsible solution is to permit cellular operators to have access to new spectrum."

Maintaining Cellular Service Which Works Everywhere

The terrific growth in cellular subscribers has put pressure on the current cellular spectrum. Already in major markets cellular capacity is overloaded at peak times with the result that the consumer cannot get a line. The introduction of digital transmission technologies (now being tested) holds the promise of alleviating some of that congestion.

However, the digital technologies have the drawback that they are incompatible. Thus, a consumer whose home cellular company uses the TDMA format will not be able to use his/her phone in an area where the cellular operator uses the CDMA standard. In order to overcome this problem all digital units will be "dual mode" -- i.e., they will default to the current AMPS analog system when confronted with a different digital interface.

It, therefore, becomes important to maintain and protect AMPS analog capacity as the "common denominator" of a nationwide wireless system. Thus, while digital technology may solve the current congestion problem, it actually creates an analog spectrum problem as cellular subscribers increase in number.

Today, cellular is a nationwide communications backbone for the United States. The same cellular phone that works in New York City works in Kalispell, Montana, and vice versa. What's more, the cellular industry is installing a nationwide "Find Me Anywhere" service by which a call to the home number in Kalispell will find the subscriber in New York or anywhere else he or she may be. That backbone must be maintained despite the pressure to utilize the spectrum with digital efficiency.

"The maintenance of analog spectrum will be particularly important to consumers outside of major metropolitan areas," Wheeler observed. "There is less pressure to adopt digital technology in non-urban areas where the analog capacity is not yet stressed. It is important to maintain the ability of a non-urban consumer to be able to use his/her cellular phone in urban areas and the only way to do that is by maintaining the analog common denominator."

The importance of maintaining the ability of all cellular phones to interface was recently illustrated during the Hurricane Andrew disaster. When the wireline system was seriously damaged, cellular stepped in to provide communications services not only for emergency service providers such as the military, police and Red Cross, but also for the homeless.

"Imagine what would have happened if Homestead, Florida had been a TDMA system and West Palm Beach had been a CDMA system," Wheeler asked. "Without the maintenance of the analog common denominator how would the Red Cross and other emergency services have communicated?"

CONTINUING NEED TO SERVE ANALOG CUSTOMERS
(Sample Markets)

YEAR	TOTAL SUBSCRIBERS	TOTAL ANALOG	TOTAL DIGITAL	% ANALOG
1992	300,000	300,000	0	100.00%
1993	360,000	324,000	36,000	90.00%
1994	432,000	348,600	83,400	80.69%
1995	518,400	371,580	146,820	71.68%
1996	622,080	390,078	232,002	62.71%
1997	746,496	400,395	346,101	53.64%
1998	895,795	397,750	498,045	44.40%
1999	1,074,954	375,975	698,979	34.98%
2000	1,289,945	327,129	962,816	25.36%
2001	1,547,935	241,020	1,306,915	15.57%
				SOURCE: CTIA

ASSUMPTIONS: City of 10 million people, with 3% cellular subscriber penetration in 1992, growing by 20% per year; 10% of all new phones sold are digital in 1993, increasing by 10% each year, until all phones sold in 2001 are digital; each year 10% of analog phones are traded in for digital.

NEW WIRELESS TECHNOLOGIES

Analog

AMPS
N-AMPS

Digital

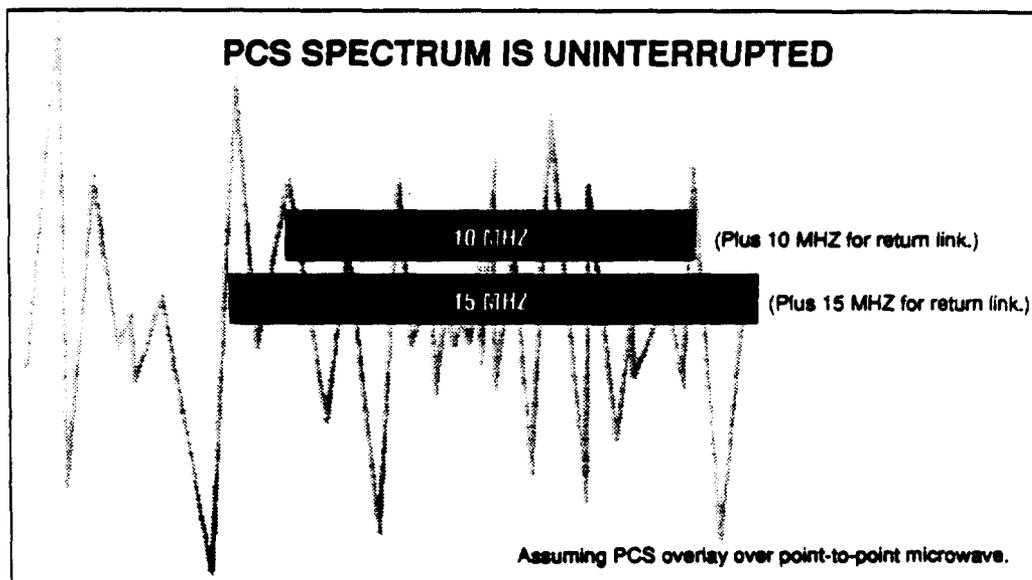
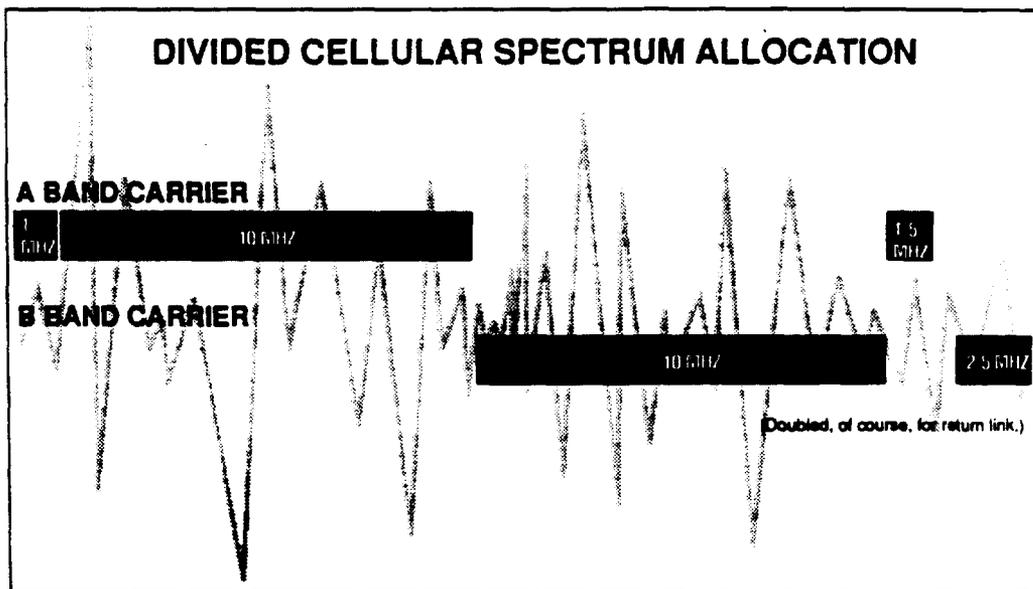
TDMA
N-CDMA
B-CDMA

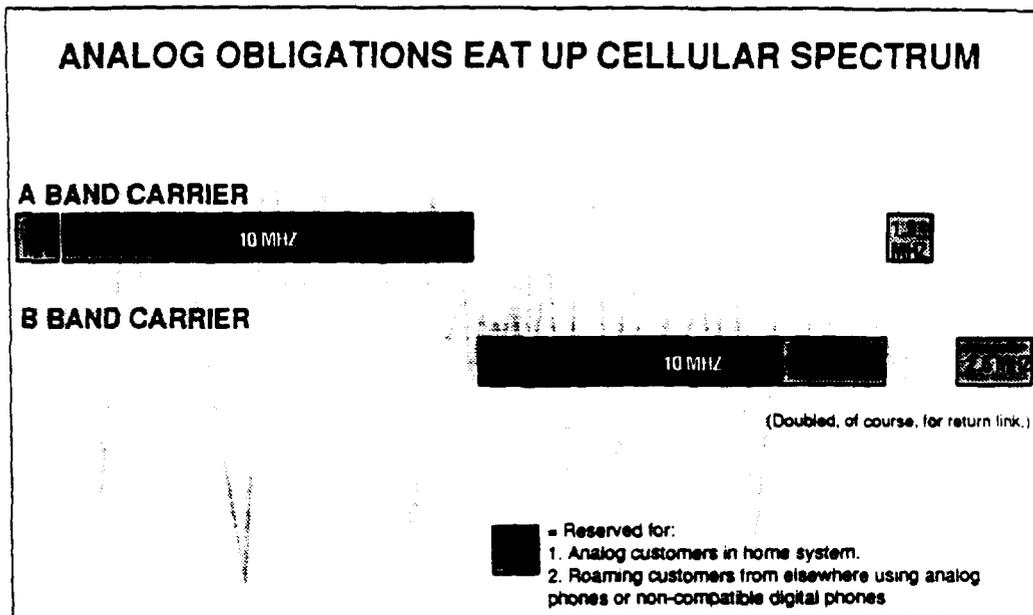
Note: In order to provide universal service, the new digital equipment (which will be incompatible with other digital equipment) must be "dual mode" with the capability of communicating in the chosen digital format plus AMPS, the analog cellular standard. Therefore, there must always be maintained sufficient analog spectrum capacity.

Characteristics Of Personal Communications Spectrum

The new PCS spectrum has different technical characteristics than the existing cellular spectrum. For instance, while cellular spectrum is chopped into several pieces, the new PCS spectrum is uninterrupted. Although this is transparent to the end user, it has important implications for future wireless services.

To elaborate, the divided cellular spectrum is suitable for the narrowband technology used today for both analog and digital voice transmission, but the larger pieces in the new PCS spectrum permit broadband transmission. The transmission of high-speed data -- a necessity for the popular wireless services of the future -- requires such a broadband pathway.





While the cellular industry might be able to use its one large (10 Mhz) segment of spectrum for broadband transmission with digital technology, it would do so to the detriment of existing cellular consumers.

Thus, should cellular operators not have access to new spectrum, they would be faced with the unpleasant choice of degrading existing services or foregoing new services -- both unacceptable alternatives for our customers.

Avoiding Regulatory Delays

The cellular industry will ask the FCC to allocate the new spectrum based on the same 734 license areas used for cellular and interactive video.

"The existing license areas reflect the results of three FCC Rule-Makings and 17 FCC Reports and Orders," Wheeler observed. "It took the FCC nine years to reach this point. To reinvent that wheel will only delay the provision of the new PCS services by starting the process all over again."

The 734 cellular/interactive video license areas also are manageable enough in size to permit service to be offered by companies other than behemoth corporations. This approach will attract entrepreneurs and niche services appealing to specific local areas.

"A major reason why cellular service is now available to 90 percent of the population is because the FCC allocated licenses in bite-sized geographic chunks," Wheeler said. "Only this approach will assure that all areas of the country receive new PCS services, not just the most populous areas."

FOR MORE INFORMATION: Contact Norman Black at 202-785-0081.



Building The
Wireless Future

March 8, 1994

CTIA

Cellular
Telecommunications
Industry Association
1250 Connecticut
Avenue, N.W.
Suite 200
Washington, D.C. 20036
202-785-0081 Telephone
202-331-8112 Fax
202-736-3213 Direct Dial

Thomas E. Wheeler
President / CEO

The Honorable Reed E. Hundt
Chairman
Federal Communications Commission
1919 M Street, N.W.
Room 814
Washington, D.C. 20554

Re: Personal Communications Services,
General Docket No. 90-314

Dear Mr. Chairman:

MCI Communications Corporation's recently announced plans to invest in Nextel Communications Inc., including the planned use of MCI's brand name to market Nextel services, promises new and innovative wireless services while also serving to accentuate the level of competition existing today within the mobile industry. I am very optimistic that investment decisions such as this will benefit consumers in the mobile services marketplace.

The MCI/Nextel announcement, though, also highlights the anomalies of unnecessarily limiting incumbent cellular operators from participating fully as PCS competitors. Under the Commission's current PCS rules, both MCI and Nextel, although announcing a plan to jointly provide ESMR services directly competitive with cellular services, will be free to bid for PCS spectrum up to the maximums set in last autumn's order. Cellular operators, on the other hand, will be precluded unnecessarily from bidding for PCS spectrum as they will be limited to bid for 10 MHz of spectrum in areas where cellular service areas overlap with the PCS service areas by 10% or more.

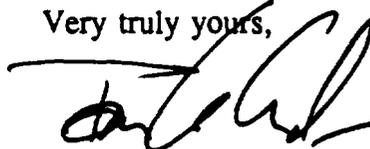
During the PCS reconsideration phase, the Cellular Telecommunications Industry Association commissioned an antitrust study by Drs. Stanley M. Besen and William B. Burnett of Charles River Associates which demonstrates that there are no competitive reasons to so limit incumbent cellular operators. Thus, in reliance upon this analysis, the Commission should relax the cellular eligibility restrictions to permit cellular firms to compete fully in mobile and other wireless services.

FEDERAL COMMUNICATIONS COMMISSION
SECRETARIAT
MAR 8 1994

The Honorable Reed E. Hundt
March 8, 1994
Page Two

CTIA would like the opportunity to describe and further discuss the issues raised in the antitrust study with you at your convenience. We look forward to your favorable reply.

Very truly yours,

A handwritten signature in black ink, appearing to read 'T. Wheeler', written over a horizontal line.

Thomas E. Wheeler

cc: William F. Caton
Acting Secretary