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The Commission is faced with the difficult task of balancing the need to obtain the best possible financial return on the incentive auction while still providing for effective competition in the wireless market. Experience has demonstrated that two national wireless carriers provide no competition but rather slip into a comfortable duopoly. Three only provides a pretense of competition, while four viable carriers have been shown to provide fierce competition, innovation and benefit to the consumer. One key factor in the viability of competitive wireless carriers is the availability of sub-GHz spectrum. Unfortunately, to date, the Commission's rules have permitted a situation in which the spectrum-rich just get richer while the poor get poorer. I urge the commission to set aside enough spectrum in the 600 MHz auction to allow small and competitive carriers to somewhat level the playing field and provide both rural and in-building service. If the Commission is considering splitting up this band in 6x6 MHz blocks, as was the case in the 700 MHz auction, I might suggest that some of the set-aside blocks be auctioned in 3x3 MHz blocks. While this is not optimal from an engineering standpoint, it would allow for the minimal deployment of an LTE signal and would double the number of set-aside licenses. Thank you for your consideration.