

Ameritech's 16,000 service people know every little hole-in-the-wall in Detroit. Will AT&T's?

Our people not only know their way around digital multiplexers and PBXs, they also know their way around Detroit. Something you'll appreciate if some night your lines go down. But there are other good reasons to stick with Ameritech.

1. First of all, Ameritech is your next-door neighbor, not some gargantuan company from New Jersey like AT&T. When you think about it, how're they going to provide great service all the way from New Jersey?

2. We were the company that built this network. Who's better qualified to service it?

3. We've been providing local service to this region for over a century. We've put through virtually every call you've ever made to or from Illinois, Wisconsin,

Ohio, Michigan, and Indiana. That's a lot of calls.

4. In fact, we field some 2.6 million operator-assisted calls every day.

5. And they're all handily dispatched by 4,900 highly efficient operators who answer those calls in English and Spanish, as well as Polish.

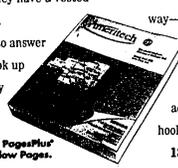
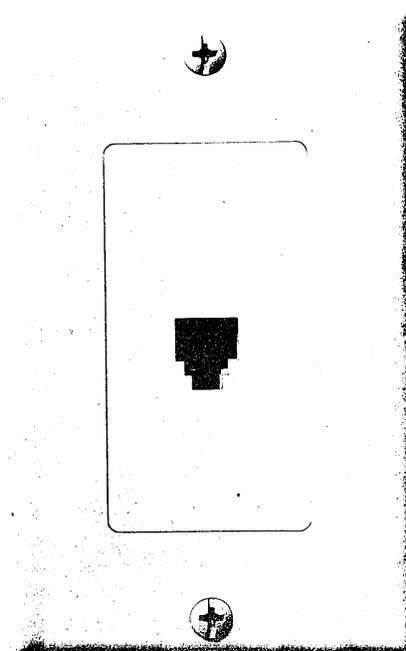
6. Our directory assistance operators handle 531 calls a day each. And because these operators are local folks, they know your town and can help you find the number or address you're looking for better than anybody.

7. All told, there are 60,000 Ameritech employees in the Midwest working to make your next call go through.

8. And 93% of them are Ameritech shareholders—not just employees, but owners. Which means they have a vested interest in seeing that you are a happy customer.

9. 7,300 of them are technicians. All trained to answer the 3.9 million service calls we get every year to hook up new services or make installations. And because they know this town, they probably won't need a map to find your house, just a truck.

10. Which we have 19,000 of, by the



33. PagesPlus[®] Yellow Pages.

way—service vehicles, on the street, ready to go.

11. We also maintain 600 permanent service facilities in the five-state region.

12. We provide service for more than 18 million access lines to homes and businesses. No wonder we can hook up a new line like we've done it a million times. We have

13. We've installed enough copper wire in the Midwest to

stretch to the sun and back. (That's 186 million miles. Can we make it all the way to your new house? Probably.)

14. We've put down over a million miles of fiber optic cable in the Midwest.

15. We've installed 242,000 pay telephones in our five-state area, so you can be sure there is always one nearby.

16. Overall, we invest \$2 billion yearly, maintaining and upgrading the network in your area.

17. We spent \$3.5 billion on equipment to improve the network. Billion, not million. (We spent that much to make sure that next 35¢ you drop in a pay phone gets a dial tone.)

18. And you get that tone better than 99.9% of the time. That's an independent measurement of the reliability of our network. That's not perfection, but we're working on it.

19. We have expertise in complex information processing. We provide connectivity and software solutions for more than 3,500 libraries around the world, including the New York Public Library and the Library of Congress.

20. We maintain a Human Factors Department that uses what we call Test Towns—a place where we test every new Ameritech product and service to make sure it's simple and easy to use before we offer it on the market.

21. Products like Caller ID With Name, which lets you know who's calling before you answer.

22. Voice Mail. A service that works like an answering machine, but without the tapes.

23. Pay-per-use features that are built into your service free of charge and there when you need them. Like Automatic Callback and Repeat Dialing.

24. Ameritech cellular service for local and long distance calling.

25. VoiceSelect[™]. So Ameritech Cellular customers can dial by voice, and keep their eyes on the road.

26. Telephones. Yes, Ameritech actually

sells phones, some with built-in screens for Caller ID. And you can order them over the phone (1-800-650-LINK) and have it charged to your phone bill.

27. The most experienced ISDN provider in the country. ISDN gives incredible speed and capability in voice/data/video communication.

28. Distance learning networks that serve nearly 400 local schools, colleges, and universities.

29. Free cellular phones, pagers, and airtime for eligible neighborhood watch groups. Through our Cellular Patrol[™] program, we help people take back control of their neighborhoods.

30. We have over 1,000 employees serving small Midwestern business customers exclusively.

31. 1-800-TEAMDATA. For one-stop business communication shopping.

32. We maintain what we call Test Towns, places where people like you test every new Ameritech product to make sure it is simple and easy to use.

33. Free listing in the PagesPlus[®] directory.

34. The option to add e-mail addresses and World Wide Web URLs in some phone directories.

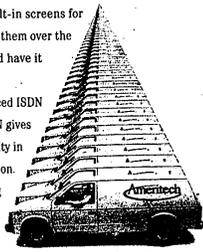
35. americast[™] enhanced cable television service, which will soon be available featuring more programming choices and exciting new interactive capabilities.

That's the abbreviated list. There are more reasons for sticking with Ameritech, but they can wait till we can run a bigger ad.

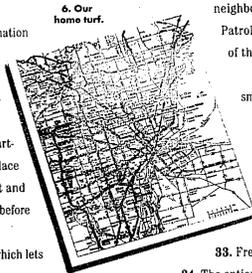
Stick with the one that works.



YOUR LINK TO BETTER COMMUNICATION[™]



10. 19,000 service vehicles.



6. Our home turf.



35. americast[™] enhanced cable television.