

**Who else  
could put  
together  
a promotion  
package  
like this?**

**CRAIG.**  
Who else?



## Announcing Craig Powerplay™ R3™ Road-Rated Receivers™

It's one of the most advanced music systems in the world.

The receiver was designed from scratch for the special needs of a moving car. Even its specs were totally redesigned for mobile use.

The reception out on the road is noticeably better than anything else available. And out on the road is where it counts.

It's called an R3 Road-Rated Receiver.

This receiver not only pulls in stations, it holds them, even very weak stations, even in bad areas. And it does so with amazing fidelity.

Its digital station readout becomes a digital clock when the radio is off.

And with Craig's exclusive Powerplay you get three times the power of ordinary car stereos. So you get a rich, deep sound they simply can't give you.

Unfortunately, the DeLorean sports car isn't available yet. But the sound

## What sort of stereo comes in a car like this?

system is at your Craig dealer's now.

Craig's new Road-Rated Receivers are designed to fit virtually anything you can drive.

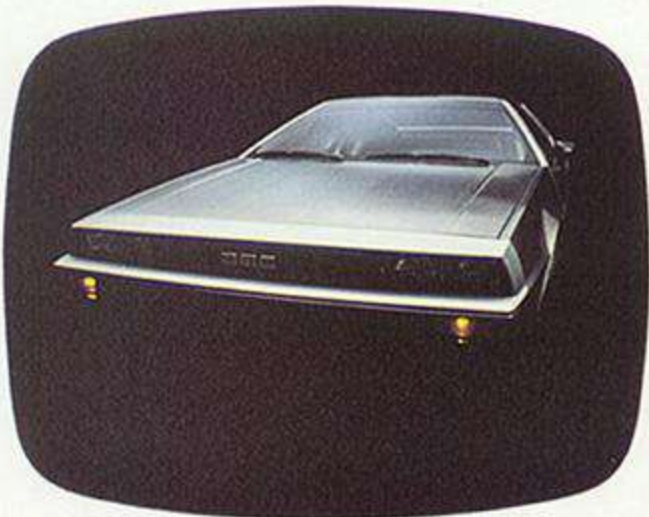
Even some things you can't.



# CRAIG<sup>®</sup>

Who else?

# :30 Television



This is one of the most advanced motor cars ever built.



And it's equipped with one of the most advanced car stereos ever built.



It's by Craig—who else? A power play cassette system—AM/FM Road-Rated Receiver with digital station read-out that becomes an electronic digital clock when the radio is off.



And it's designed to fit virtually anything you can drive.



The DeLorean sports car is not available yet, but the Craig stereo is.



Just see your Craig dealer. Who else?

## Fall '78 Schedule

Publication	Powerplay R3 (1 pg. 4c)	Trans-Rib Speakers (1 pg. 4c)
Rolling Stone	Sept. 7 Dec. 14	Nov. 16
Playboy	Nov., Dec.	—
Oui	Oct.	Dec.
Penthouse	Dec.	Nov.
Car Craft	Dec.	Nov.
Hot Rod	Nov.	Dec.
Road & Track	Nov.	Dec.
Car & Driver	Dec.	—
Popular Hot Rodding	Dec.	—
People	Oct. 23	—
Lampoon	Oct.	—

### Network TV

Football	Nov.-Dec. (12 games)
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Craig's fall '78 program is the most aggressive and exciting marketing merchandising package ever.

*Aggressive* because this program offers an intense, broad scale level of advertising exposure during the peak retail sales period. Craig's media mix will consist of network televised football, selected national magazines and spot radio reaching over 45 million prime prospects at least 3.2 times.

*Exciting* because the advertising will feature some of Craig's newest and hottest products.

The R3—Road Rated Receivers: the most advanced music systems available. R3 is engineered for the special needs of mobile sound.

Series R—Trans-Rib® Speakers: simply the best mobile speakers on the market today.

And to help you take advantage of this powerful source of promotional energy, Craig has put together a dynamic advertising support kit. Let Craig's advertising become *your* advertising.

It could only be brought to you by Craig—Who Else.

