

Basic Detail Report


"Worth Every Penny Campaign"

"Hendrix" 15 Seconds
Code # WBIC 4095



A-V/O: Jimi Hendrix's guitar, around 300 grand.



The BIC Wavelength, around 35 cents.



What do they have in common?
They're both worth every penny.

"Airstream" 15 Seconds
Code # WBIC 4055



A-V/O: The classic Airstream, around \$5,000.



The Classic BIC, around 19 cents.



What do they have in common?
They're both worth every penny.

"Ranch" 15 Seconds
Code # WBIC 4105



A-V/O: Three hundred acres in Montana, around half a million dollars.



The BIC Lighter, around 79 cents.



What do they have in common?
They're both worth every penny.

SLATER HANFT MARTIN

Title Advertisement: BIC Pens and Lighters

Primary Maker BIC Corporation

Medium cardstock, printed ink

Description Advertisement for BIC pens and lighters.

Dimensions Primary Dimensions (overall height x width): 11 × 8 1/2in. (27.9 × 21.6cm)