

# Basic Detail Report

  
"Worth Every Penny Campaign"

**"Harley" 15 Seconds**  
Code # WBIC 4025



A-V/O: The customized 1947 Harley Davidson, about \$15,000.      The BIC Twin Shaver, about 35 cents.      What do they have in common? They're both worth every penny.

**"Minor League" 15 Seconds**  
Code # WBIC 4045



A-V/O: Your own minor league baseball team, roughly a million bucks.      The BIC Shaver, roughly 18 cents.      What do they have in common? They're both worth every penny.

**"Make-Over" 15 Seconds**  
Code # WBIC 4085



A-V/O: A head to toe make-over, about \$1,500.      The BIC Pastel Twin, about 35 cents.      What do they have in common? They're both worth every penny.

SLATER HANFT MARTIN

## Title Advertisement: BIC Razors

Primary Maker BIC Corporation

Medium cardstock, printed ink

Description Advertisement for BIC razors.

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