

The Rise, Imitation, and Fall of Dick and Jane

Market Capture and Expansion

By the mid-1950s, the *Dick and Jane* readers reached their peak in popularity. Domestic market sales indicated that an estimated 80% of elementary school classrooms in the U.S. utilized *Dick and Jane* readers. Packaged with oversized flipbooks, flashcards, and workbooks, the readers' subject matter had expanded beyond just reading development to include spelling and writing exercises as well as basic instruction in social studies, social development, and health.



**Seventh Day
Adventist Edition**



Cathedral Edition

Scott, Foresman & Co. also began publishing texts for parochial schools with series created for Seventh-day Adventists and Catholics in the United States and Canada (*Fun with John and Jean*), as well as marketing multilingual series to French Canadian Catholics (*Bientôt je Lirai / Before We Read*) and Filipino Catholics. Leaving no market untapped, the company also released several editions in Braille.