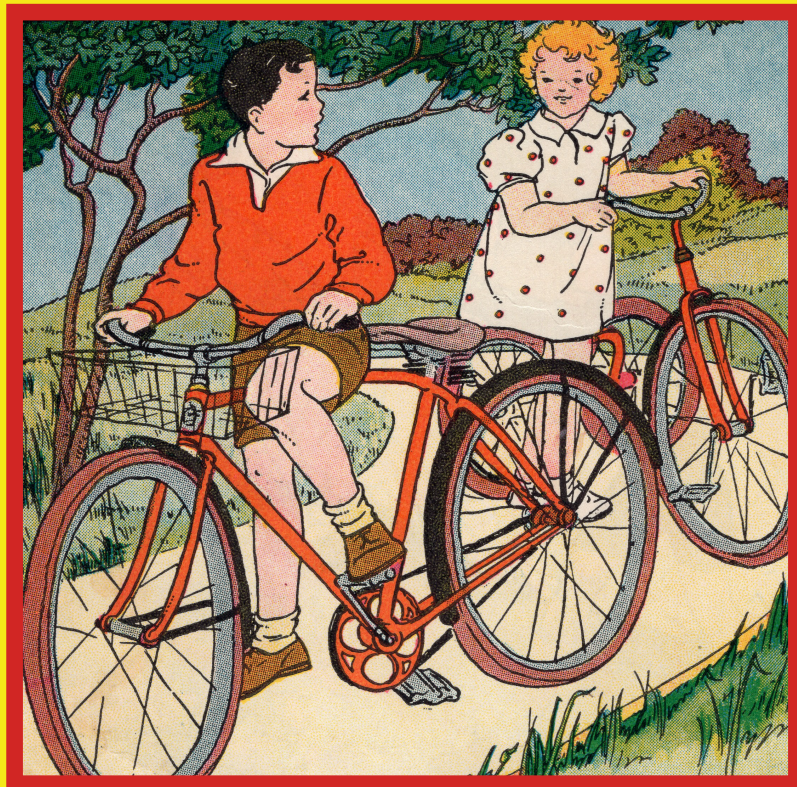


The Rise, Imitation, and Fall of Dick and Jane

The Sincerest Form of Flattery

The success of the *Dick and Jane* series prompted other publishing companies in the United States and abroad to launch their own “copycat” titles. These included Row, Peterson & Company’s *Alice and Jerry* (licensed in the United Kingdom as *Janet and John*) and Lyons & Carnahan’s *Bob and Judy*.

Utilizing the same “look-say” reading method, these publishers paired relatable characters with bright illustrations that directly mirrored the text. They competed with Scott, Foresman & Co. for dominance in the American textbook market well into the 1960s.



Bob and Judy



Jerry and Alice