

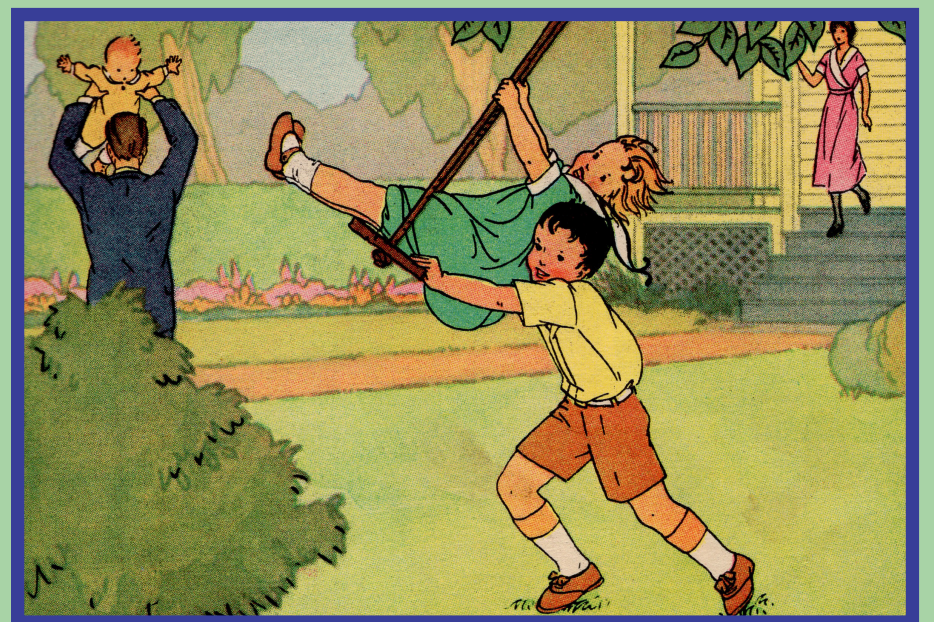
See Dick. See Jane.

See Dick and Jane Become a Cultural Phenomenon.

Enter Dick and Jane

First introduced in 1930 in the *Elson-Gray Basic Reader*, the characters of Dick and Jane garnered immediate popularity, prompting Scott, Foresman & Co.'s 1934 release of *More Fun with Dick and Jane*. The nascent *Dick and Jane* readers were the co-creation of William Gray, Zerna Sharp (a reading specialist and textbook editor), and illustrator Eleanor B. Campbell. Subsequent writers and illustrators contributed to later editions in the series.

Each book contained brightly colored illustrations of Dick, Jane, and, at least initially, an unnamed baby sister (named Sally in later texts), a terrier (eventually morphing into a cocker spaniel named Spot), and Little Mew the cat (later



Puff) engaged in various states of play. Short, repetitive sentences accompanied the visuals, such as “Look, Jane, look,” or “See Dick run.” Each primer contained about 80 words, introducing one new word every three pages to avoid overwhelming young readers.