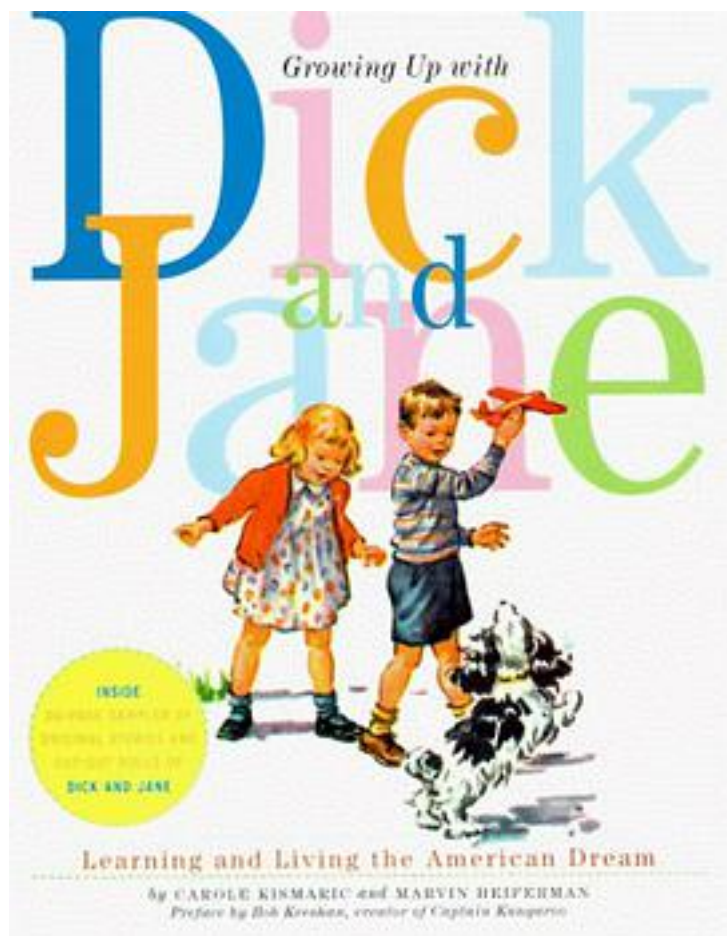


# Growing up with Dick and Jane



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著者:Heiferman, Marvin

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They're back! Growing Up with Dick and Jane reunites us with two old friends, Dick and Jane, who, for forty years, taught so many of us to read. Here's the all American brother and sister team. Look! It's Dick, in his striped polo shirts and shorts, always ready for an

adventure. Look! Look! It's Jane, in her pretty dresses, eager to have fun and learn about life. There's silly, mischievous Baby Sally, and Spot, America's favorite spaniel. Growing Up with Dick and Jane brings to life the cast of characters who are emblems of the American Dream. And side by side with the story of Dick and Jane is an entertaining and informative text that tracks important historical, social and educational events of the "Dick and Jane era." Here's your chance to step back into the innocent watercolor world of Dick and Jane, where night never comes, knees never scrape, parents never yell and the fun never stops. Remember holding a Dick and Jane primer for the first time and the thrill you felt when you knew you could read? Growing Up with Dick and Jane traces the Dick and Jane phenomenon from their birth during the Depression to their retirement in the stormy 1960s. It explores the influence these little books had on education and the evolving American Dream. Packaged with a sampler of original Dick and Jane stories and cutout dolls of Dick and Jane, Growing Up with Dick and Jane stirs memories of home, school and what it was like to grow up when childhood felt like one long summer day. Carole Kismaric and Marvin Helferman produce innovative visual books and museum exhibitions. Lookout, their company, has created: Talking Pictures (Chronicle), a book and popular multimedia exhibition; Loyalty and Betrayal: The Story of the American Mob (CollinsSanFrancisco); the bestselling Cinderella and Little Red Riding Hood (Hyperion) with William Wegman; and the cult classics Mr. Salesman (Twin Palms) with Diane Keaton and I'm So Happy (Vintage). Bob Keeshan, known to generations as Captain Kangaroo, is one of the most beloved performers and influential innovators of children's television. The first Clarabell on The Howdy Doody Show, Keeshan went on to create Captain Kangaroo, the longest-running network children's series. An advocate of children's causes, Keeshan's unique blend of education and entertainment has influenced his followers, on screen and off.

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