



## The booming business of make-believe

Each year, for Valentine's day, thousands of American youngsters send cards, candy and their affection to Dick and Jane, two rosy-cheeked, uncomplicated seven-year-olds who don't exist. To millions of first and second graders across the country, however, they are real. As story-book characters, they teach young scholars to read.

Before Dick and Jane, children were required to memorize words in folk and fairy tales. Stories were complicated; learning was difficult. Then, in 1930, a publisher had an idea. Why not analyze the experiences of *real* children, then reproduce them in pictures, accompanied by basic words? The publisher took his idea to a banker. Dick and Jane, he thought, were a bit revolutionary. But at The

First National Bank of Chicago the idea got a warm reception and the publisher got a loan.

Dick and Jane were a smash hit. Primary graders, instead of balking at learning to read, looked forward to it. Today—three decades and 30 million readers later—the characters are essentially the same; their young fans still adore them.

Although Dick and Jane have never grown up, the company which created them has. And in the fast-moving text-book publishing world, it has become a leader—highly creative, anxious to improve methods for students and teachers.

Many of its ventures have required expert, knowledgeable financing, and its officers have con-

sistently come to The First National Bank of Chicago for assistance. The company president says that our men in Division D—which serves the printing and publishing industries—really understand the problems of the text-book publisher.

This is true. Men in each of the ten Divisions in our Commercial Banking Department serve specific groups of industries. These men are specialists, constantly studying industrial trends and developments. They are in a splendid position to recognize potential in men—and in ideas—as was the case of the Dick and Jane characters.

If this is the kind of banking service *you* want, call us. Whether you publish books or make paving equipment, we're prepared to serve you.



### The First National Bank of Chicago

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