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In 1957, Harper published its first I Can Read title, Little Bear, written by Else Holmelund Minarik and illustrated by Maurice Sendak. Large type, simple vocabulary, chapter-like divisions, and decorative pictures made Little Bear perfect for emerging readers—they could read the story comfortably and not feel overwhelmed by the text. Following suit came such classics as Peggy Parish's Amelia Bedelia series, Lillian Hoban's books about Arthur the monkey, and Syd Hoff's popular Danny and the Dinosaur.