

A cat hat-trick for Dr. Seuss!

A CLEVER new children's book is being hailed a classic by young readers and critics, *writes our culture editor, April 1, 1957.*

The Cat in the Hat is the creation of Theodor Geisel, a children's author and illustrator from Springfield, Massachusetts who writes under the pen name Dr. Seuss. The 236-word story, which took Geisel a year and a half to write, tells the tale of a mischievous cat in a striped hat and bow tie whose attempts to entertain two children left at home on a rainy day accidentally lead to chaos.

The first edition, published on March 1, is proving a phenomenal success thanks to "playground word-of-mouth." Bullock's department store in Los Angeles sold its first 100 copies in a single day. "Hooray for Dr. Seuss!" hollered a headline in the *Chicago Tribune*, after stores in the city could barely keep up with demand.

The Cat in the Hat's anarchic spirit is partly a reaction against the conventional "Dick and Jane" primers traditionally used to teach schoolchildren to read. *LIFE* magazine's John Hersey described Dr. Seuss's infectious and engaging story as a "gift to the art of reading."

