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In 1957, Theodor Geisel, known to the world as Dr. Seuss, wrote a book called The Cat in the Hat.

It was fun to read aloud, easy to read alone, and impossible to put down.

From this magically right beginning came the concept of Beginner Books, exacting blends of words and pictures that encourage children to read-all by themselves. Hailed by elementary educators and remedial reading specialists, these enormously popular are now used in schools and libraries throughout the English-speaking world