The "Dr. Seuss" alias evolved from a pseudonym that Geisel came up with at Dartmouth College, his undergraduate alma mater. Not coincidentally, Seuss was also the maiden name of Geisel's mother, Henrietta. In its traditional pronunciation, Seuss rhymes with voice. But as the author's fame grew, people started mispronouncing it. Geisel's friend, Alexander Liang, responded by writing a poem: "You're wrong as the deuce / And you shouldn't rejoice / If you're calling him Seuss / He pronounces it Soice." 5. One of Ted Geisel's other aliases came from an unlikely source. At Dartmouth, Geisel on Dr. Seuss's Writing Style is More Than Just Rhyme. What, then, can writers learn from Dr. Seuss? All writers, not just children's book writers? First, let's get the obvious out of the way: Yes, Dr. Seuss's books rhyme. However, if you think that all you have to do to write like Dr. Seuss is to write about cats in ABCB rhyme, you won't have much success.
Indeed, if all you take from Dr. Seuss' writing style was his use of rhyme you would be missing so much of what made his writing unique. 10 Writing Lessons from Dr. Seuss. In 1954, a director at the publisher Houghton Mifflin read a report in Life magazine that said children weren't learning to read because books were boring. Boring?! Yes, I know it's shocking, but that's what the report said.