# Pet Rocks Encyclopedia Article

## Pet Rocks

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# Pet Rocks

Pet Rocks were among the most popular gifts of 1975, and the name has become synonymous with ridiculous fads. Developed by Gary Dahl, a California advertising man who came up with the idea, the Pet Rock—actually rosarita beach stones that Dahl bought for one cent each and sold for two dollars wholesale—was a hit at an August 1975 San Francisco gift show. By Christmas of 1975, Dahl had sold two-and-a-half tons of Pet Rocks, or one million rocks, and had become a millionaire. The Pet Rock was packaged in a cardboard "pet" carrying case and came with the *Pet Rock Training Manual.* Dahl rocketed to fame, appearing on *The Tonight Show* twice. Immediately after Christmas 1975, the market for Pet Rocks dried up, and Dahl donated his remaining inventory of one hundred thousand to needy children a year later. Dahl's next attempt to sell nothing for something, the 1976 Official Sand Breeding Kit, was a flop.

**Gary Dahl, creator of the Pet Rock, rings up $2 million in sales.**