



## Did You Have a Pet Rock?

This week we celebrate Pet Rock Day! In the history of fads and crazes, there is nothing to rival the Pet Rock's wild popularity. It was a smooth rock, sold in a cardboard box, & it made inventor Gary Dahl a millionaire. The Pet Rock has been the classic example of a dumb idea that paid off.

But what was the appeal? Why did people buy this thing? And why did fate smile upon its inventor and his so-stupid-it's-brilliant idea?

It's hardly surprising that the Pet Rock was dreamed up over a few drinks at a bar. As the story goes, Dahl was out with friends one night in the mid-'70s, and the conversation turned to pets—specifically, the hassles of feeding and caring for them. Dahl jokingly bragged that he had a pet that required no care or attention of any kind, because it was a rock.

Dahl managed to convince some investors that with the right presentation, unremarkable rocks (bought at a hardware store for a penny each) could become the ultimate gag gift.

The history of the Pet Rock isn't about the rock—the whole fad was never

about the rock. But Pet Rocks were different, simply because of their packaging and the mock-seriousness with which their inventor presented them to the public. "You might say we've packaged a sense of humor," he told *People* magazine in 1975. It was the sort of quirky news story that would thrive and led to an appearance on **The Tonight Show**. In today's terms, the Pet Rock "went viral".

The Pet Rock was hypoallergenic, didn't bark, bite, shed or poop on the floor. It could be left alone for extended periods of time without imposing on a neighbor to let it out or feed it. It got along with your other pets and, best of all, no vet bills! The Pet Rock was also cheaper than a real pet at only \$3.95.

Any jerk on the street could have tried to sell a rock that was a pet. But Gary Dahl went all in on the idea. He didn't really sell the rock itself, but he sold the absurdity of an inanimate object as a pet. The Pet Rock came nestled on a soft, shredded paper bedding, in a handy cardboard box with a handle (in case you did decide to take your pet on an outing), and text describing the contents as "one genuine pedigreed pet

rock.” Don’t worry. The box had air holes & he included A 40-page instruction book called “The Care & Training of Your Pet Rock.” Some of my favorite instructions are:

-If, when you remove the rock from its box it appears to be excited, place it on some old newspapers. The rock will know what the paper is for and will require no further instruction.

-Limit your training sessions to 15 minutes, twice daily. One half-hour session is not recommended as a rock’s attention span is rather short.

-to teach your Pet Rock to FETCH, throw a stick or a ball as far as you can. Next, throw your Pet Rock as far as you can. Rarely, if ever, will your Pet Rock return with the object, but that’s the way it goes.

-Never take your pet rock swimming as they are known to be poor swimmers & will sink to the bottom. It is ok to given them an occasional bath.

-Pet Rocks can be quite lazy. They do enjoy being tossed in the air sometimes, but should never be thrown at anything.

-They can easily be trained to “sit”, “stay”, and “play dead”.

**Now for the important stuff...**

**The Week of Sept. 12-18 is:**

- International Housekeepers Week
- Truck Driver Appreciation Week
- Line Dance Week
- Guitar Flat-Picking Week

**Some celebrations only last a day:**

**12th**-Grandparent’s Day  
Hug Your Hound Day  
Pet Rock Day

**13th**-International Chocolate Day  
Kids Take Over the Kitchen Day  
Boss/Employee Exchange Day  
National Peanut Day  
Scooby-Doo Day

**14th**-Ants On A Log Day  
Kreme Filled Donut Day

**15th**-Felt Hat Day  
National 8-Track Tape Day  
National Cheese Toast Day

**16th**-Mayflower Day  
National Guacamole Day  
Play-doh Day

**17th**-Bright Pink Lipstick Day  
Constitution Day  
Country Music Day

**18th**-Big Whopper Liar Day  
Eat An Apple Day  
Locate An Old Friend Day  
National Ceiling Fan Day  
National Cheeseburger Day  
National Clean Up Day  
National Dance Day  
National Gymnastics Day

Have a great week & call if you need anything!

***Serving Him & Loving it!***

*Carol* 😊

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