

The Pet Rock fad was most popular in 1975 and early 1976. Gary Dahl, the inventor, sold over 1.5 million Pet Rocks in the months leading up to Christmas 1975. The fad quickly died off after the holiday season and was discontinued by February 1976.

- Rock On, Gary Dahl - The Strong National Museum of Play

Apr 2, 2015 — Newsweek magazine ran a story about Pet Rocks, so did three-quarters of the nation's newspapers. More than one million ...



Strong Museum



- The History of the Pet Rock - Hello Lunch Lady

Investors with rocks in their heads? Within a couple of weeks, he'd talked a couple of workmates into becoming investors, and they...

Hello Lunch Lady



- Pet Rocks were a short-lived fad that originated in 1975, conceived by ...

May 9, 2025 — Pet Rocks were a short-lived fad that originated in 1975, conceived by Gary Dahl, a copywriter and advertising executiv...



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