The Pet Rock

1. Do you( or your family ) have a pet ? If you do , go to 2. If you don’t , go to 5 .
2. What kind of pet do you have ? Where did you get it ? How much did it cost ?
3. How old is your pet ? What is its name ? What color is it ? Is it a male or female ?
4. How long have you had it ? Who usually looks after it ? \* Now go to 9.\*
5. If you used to have a pet , go to 6 . If you have never had a pet , go to 9.
6. What was the last pet you had ? The last pet I had was a/an \_\_\_\_\_\_\_\_\_\_ .
7. How long did you have it ? Who usually looked after it ?
8. What was its name ? What color was it ? Was it a male or female ?
9. What kind of pet would you like ? I would like a/an \_\_\_\_\_\_\_\_\_\_\_\_\_
10. The following story is about a very unusual pet .
11. In 1975 , a man by the name of Gary Dahl , from California , had an idea for this ‘ unusual pet ’ in a bar . It started as a joke , but it became a big business .
12. At that time he was a poor advertising copywriter . ( 広告文業家　).
13. He talked to some friends , and they invested in his new ‘ unusual pet ’ business .
14. He bought many small smooth stones from beaches in Mexico . They only cost a penny or 2 each .
15. He also visited a hardware store , and established his business .
16. He then began to sell the stones . They went on sale for $3.95 U.S.D . ( That would be about $25 U.S.D today ) .
17. How do you think he was able to become so successful ?
18. The secret was in the packaging . He made special cardboard boxes , with air holes , straw and ‘ Pet Rock ‘ written on the box .
19. He also included a manual that told the owners how to look after the ‘ Pet Rock ’ .
20. Americans liked the humor about it . It was a huge hit during the Christmas season of 1975 . Over 1.5 million were sold , both in the U.S. and the World over .
21. It was featured on some TV shows , and in many newspapers .
22. However , the novelty soon wore-off . It was a fad . It was only popular for a few months .
23. The business succeeded because of a marvelous marketing strategy only .
24. He did try some other marketing approaches to increase sales - like a rock with an American flag , and a college degree for Pet Rocks, but they turned to stone .
25. Mr. Dahl though , did become rich . He bought a huge house with a swimming pool , and a Mercedes automobile . He also opened a saloon and a sailboat business .
26. In 2001 , he also published a book , called ‘ Advertising for Dummies ‘
27. Mr. Dahl died in March , 2015 . RIP Mr. Dahl .