

The CHIPPETTE



Austin Gem and Mineral Society's
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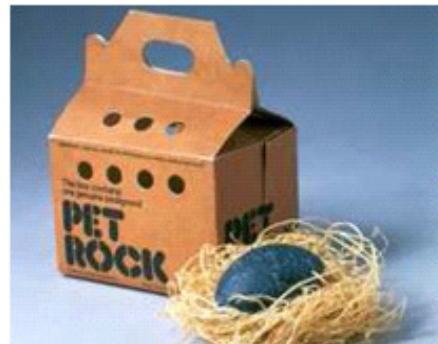
THE 1970'S PET ROCKS CRAZE, HISTORY OF THE PET ROCK .

Gary Dahl, a Californian, came up with the idea of a pet rock in 1975 after talking with friends about how pets were too much trouble and cost too much money. He said a pet rock was an ideal pet-easy and cheap. Dahl spent the next two weeks writing the Pet Rock Training Manual - a step-by-step guide about taking care of it and how to train it.

He went to a builder's supply store and found a Rosarita Beach Stone that sold for a penny. He packed the stone in a box shaped like a pet carrying case along with the book. The Pet Rock was introduced at a gift show, where the store, Neiman-Marcus ordered five hundred. After a news release showing Gary surrounded by boxes of his Pet Rocks, Newsweek did a story and within a few months was shipping ten thousand Pet Rocks every day. He even appeared on The Tonight Show, twice. By Christmas that year, two and a half tons of rocks had been sold, three-fourths off all the newspapers in America had run Pet Rock stories.

A million rocks sold for \$3.95 apiece in just a few months making Gary Dahl an instant millionaire. The story of the Pet Rock is a never-ending source of inspiration to create new crazes that sweep the nation and make millions for the genius who thought of them.

Source: Encyclopedia of POP Culture, by Jane and Michael Stern.
Harper Perennial Press 1992 via Rockytier Jan 2009 Via: Volume
2010, Issue 6, June 2010 CUTTING REMARKS.



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Giant Amethyst

by Augusta GMS Junior Member, James Dale-
from Star-o-Lite, May and June 2011



My name is James Dale, and I found a giant amethyst at Diamond Hills mine. It weighs about nineteen pounds. I found it just lying on top of the ground (after almost everybody left). It has about twenty crystals on it. It had just rained when I found it. I could only see an inch of it. I was walking to the bathroom when I found it. A piece of it fell off the size of your fist. When I cleaned it, I discovered about five new crystals on it.

When the miners dug it up with a backhoe, they chipped a piece off.

Have you ever been on a rock hunting field trip? Please let us know. We would love to publish articles written by you, our junior members, in your newsletter.

Please email the articles to :

chippette@austingemandmineral.org

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Did anyone solve the Fallen Phrase Puzzle from the last issue? If so email your answers to the email address below for a prize.

chippette@austingemandmineral.org

Where do rocks sleep?
Bedrock!

Where do rocks like to spend their summer?
Pebble Beach!

Where is a rocks favorite place to explore?
The Rocky Mountains!

Thanks for reading See you soon!