

# The Dinky Dinklaker



The transistor radio was an instant success when it was introduced in the early 1950s because, for the first time, people could listen to music anywhere they went. Among the many claimants to the title of “The First Company to Manufacture a Transistor Radio” was Dinklaker Technologies, which launched its “Dinky Dinklaker” in 1953. But while the radio was indeed pocket-sized, its antenna weighed 220 pounds and required nearly continuous tinkering from a skilled electrical engineer. Sales flagged until a clever company advertiser repurposed the device as a piñata.