

# The M-Phone



Ralph Waldo Emerson famously didn't say "Build a smaller telephone and the world will beat a path to your door." Judging by the popularity of that ever shrinking device, however, he *could* have. Tiny telephones that strapped to one's wrist were all the rage until they were supplanted by the even trendier MTIs, or molar telecommunication implants. But when Pringler Communications introduced its MicroPhone ("It's littler than a pinhead!"), consumers finally balked. Sensing that a limit in miniaturization had been reached, Dinklaker Telephony unveiled its Maxi-Phone, a device that was the same size as Alexander Graham Bell's first bathtub. The M-Phone was an instant success, prompting the introduction of even bigger telephones, thus proving that Newton's Third Law of Motion ("For every action there is an equal and opposite reaction.") applied to marketing, too.