

The Zap Trap



“Build a better mousetrap and the world will beat a path to your door” is a familiar metaphor about the power of innovation. But it was much more than that to innovator Ralph Waldo Dinklaker, who was fixated on mousetraps, having invented 608 of them. No matter each of his 608 patent applications had been rejected, Ralph was convinced Mousetrap No. 609 – the “Zap Trap” – was a winner. Sure, it weighed 290 pounds, smoked when it got hot, and required a licensed and securely grounded electrical engineer to operate, but those were mere annoyances. The proof, after all, was in the pudding! Unfortunately, Ralph discovered that so too was the erstwhile trapped mouse, which had escaped the Zap Trap unharmed and was now partaking of the tapioca bait. Looks like it’s back to the drawing board for No. 610 for Ralph!