

THEATRE OF THE AIR

From Executive To Comedian

Harry Einstein Passes Up Career As Advertising Executive For a Career in Radio.

Strange is the story behind the career of many a microphone figure, but few tales can equal that of the comic gentleman you know as "Parkyakakas," Greek dialect stooge who supports Eddie Cantor in his WABC-Columbia network programs at 9.00 P.M. AST., Sundays.

A few weeks ago Harry Einstein, successful young executive, sat in the Boston office where he directed advertising campaigns for the seventeen stores of a furniture company, and pondered a problem. It was not, for a change, one of budgets, layouts, copy or merchandising. Rather, it involved the renunciation of all that to pursue what might be a will-o'-the-wisp—whether he should give up his well established position as New England's highest-salaried retail advertising man and the company directorship that would eventually be his, to pursue a sideline that originated as a joke.

The decision was for the sideline—to move to New York and join Eddie Cantor as a regular and full-time seellite of the comic in his various ventures—radio, stage and screen. Thus the business of being "Parkyakakas" has become his full-time occupation

and his advertising career is now a matter of background.

The dialect comedy which changed Einstein from white-collar executive to costumed buffoon has long been a fun-making avocation for the young Bostonian. His father was an importer and did much business with Greeks. Young Harry heard the dialect often, and mimicked and mastered it as a schoolboy. After graduation in 1921 from Boston English High School, where he distinguished himself at football, debating and dramatics, and as class orator, he started work at \$30 a week as advertising solicitor for the Boston American.

He delighted friends at parties with his dialect drolleries and became one of radio's first comedians with a 30-week stardom over WEEI, pioneer Boston station, in 1923. But that was in the no-pay days when broadcasting was an utter novelty and not regarded as a career-field with a sound future. Meanwhile Einstein progressed in business, soon becoming advertising manager of a Boston store. In 1929 he became advertising director of the furniture chain.

His success in advertising was outstanding and he never thought of another career. Three years ago, however, he dined with a friend, Joe Rines, popular Boston maestro then headlining on a Yankee Network program sponsored by a furrier. Rines wheedled Harry into doing a comedy hit on his program that night. The

KIBITZER KAT!

Radio listeners in Sioux City, Iowa, recently missed a full minute in one of Mrs. Franklin D. Roosevelt's weekly CBS talks, and all because of a cat. Officials of Station KSCJ in Sioux City told the story in a special communication to Columbia headquarters. It was during Mrs. Roosevelt's talk that the cat gave chase to several sparrows in the Sioux City power plant. The cat died on a high-voltage conduit, the sparrows escaped, and the Iowa City's power and electric service was out on the blink for 60 seconds.

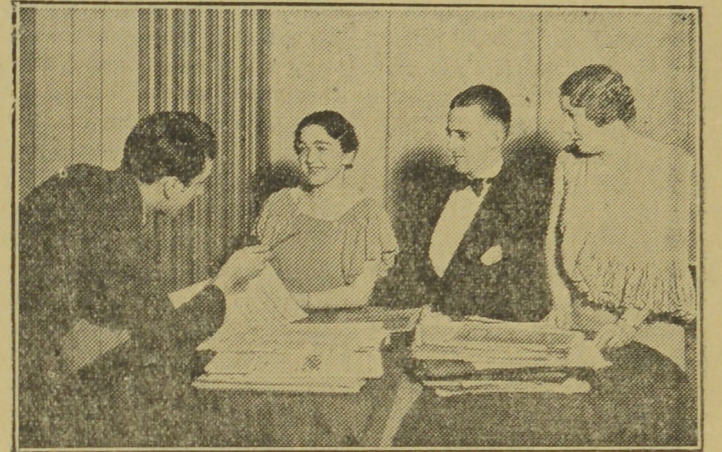
delighted sponsor called the next morning to sign the flabbergasted Harry to a 26-week contract. From his greeting to office visitors, "Sit down and park your carcass," he fashioned the character "Parkyakakas," patenting the name so no others could use it. "Parkyakakas" soon became a New England radio sensation and he was signed to two additional weekly broadcasts for a jeweler. During the Boston mayoralty campaign, with several candidates running, Harry instituted a "Parkya-

kakas for Mayor" campaign as a program gag. Fans took it so seriously he had election cards printed: "Don't vote for Parkyakakas." However, 1200 write-in ballots were cast for "Parkyakakas" in the close election with the winner's plurality but 1800 votes.

A year ago Einstein was in New York on a week end. By fortunate circumstance he met Cantor through a mutual friend, a few hours before Eddie left for New York on a trip to Florida, and just at the time he needed a dialect stooge. The outcome: starting the next week, he commuted to New York each week end to broadcast with Eddie, working as adman in Boston the rest of the week. A few weeks ago Cantor offered him the opportunity to join him regular-

PICKENS SISTERS
The Pickens Sisters, heard on the "Gulf Headliners" program, once received a fan letter from Serge Rachmaninoff, noted pianist-composer, asking them to visit him. Helen Jane and Patti were given a further thrill when Rachmaninoff complimented them on their arrangements, and likened their voices to violins and cellos. They have harmonized several numbers at his request.

ly, in all his ventures, on a full-time basis. No one else could have persuaded him to give up the career he had established so well, but his personal admiration for Cantor decided the question for him, resulting in the definite transition from furniture to fun-making as his life work.



J. Frank Willis says a piece to Lorna Grayston, Edward Matheson and the "Acadian Serenade" director, Marjorie Payne, about that duet with orchestra. "Acadian Serenade" is heard on CRBC networks every Sunday at 1:30 P.M.

MONDAY'S PROGRAMS

CFNB—FREDERICTON, 550 K.
8.10—"The Listening Post."
8.30—"Music and Song"
9.30—Organ Melodies.
11.00—"The Happy Warrior Hour."
12.00—Waltz Time.
12.30—Maytag Melodies.
1.00—Luncheon Music.
1.30—Marconi Hour.
2.30—Dance Music.
5.00—Music Box Revue.
5.30—Hawaiian Echoes.
5.45—Vocal Selections.
6.00—Dance Music.
6.15—Studies in Black and White.
6.30—Pontiac Program.
7.00—News Bulletins.
7.10—"Real Life Drama"
7.15—Vocal Period.
7.30—Royal 22nd. Regiment Band—Quebec.
8.00—Gene Fogarty's Orch.
8.15—Les Cavaliers de La Salle.
8.30—Billy & Pierre—Montreal.
8.45—Canadian Press News.
9.00—Syrup Symphonies—Montreal.
9.30—The Gondoliers—Detroit.
10.00—Babillage-Caprice—Montreal.
11.00—"The Young bloods of Beaver Bend."
11.30—Joe De Courcy's Orch.
11.45—Can. Press News & Dom. Weather Forecast.

WABC—NEW YORK, 860 K.
3.15—Romance of Helen Trent.
3.30—"Of the People, By the People and for the People."
5.30—Chicago Variety Prog.
6.00—Adventure Hour—Dramatic Sketch.
6.15—Skippy
6.30—Jack Armstrong—All American Boy
6.45—Dick Tracy—dramatic sketch.
7.00—Buck Rogers in the 25th Century.
7.15—Bobby Benson and Sunny Jim
7.30—"The Shadow"—Dramatic Sketch
7.45—Press-Radio News
8.00—"Myrt and Marge."
8.15—Just Plain Bill
8.30—Silver Dust presents "The O'Neills."
8.45—Boake Carter
9.00—"Diane"—Musical Comedy starring Rhoda Arnold, Alfred Drake, Lucille Wall & John Griggs.
9.15—Edwin C. Hill in "The Human Side of the News"
9.30—Kate Smith's New Star Revue
10.00—Andre Kostelanetz' Orch. Vocal Ensemble and Lucrezia Bori, soprano.
10.30—"The Big Show" with Block & Sully, Gertrude Niessen.
11.00—Wayne King's Orchestra.
11.30—Doctors, Dollars, & Diseases.
11.45—Fray & Braggiotti, piano team.
12.00—Glen Gray's Casa Loma Orch.
12.30—Gus Arnheim & His Orch.
12.45—Herbie Kay and his Orchestra.
1.00—Scott Fisher & his Orchestra.
1.30—Claude Hopkins Orch.
2.00—Leon Navara and his Orchestra.

CKAC—MONTREAL, 730 K.
4.00—Your Hostess, Cobina Wright.
5.00—Claudette deSeve & Beauty.
5.15—"Fats" Waller's Rhythm Club.
5.30—Chicago Variety Program.
6.00—Social Announcements.
6.15—Band Music.
6.30—"The Fireside Program"
7.15—Tangos
7.25—"L'Heure Recreative"
8.01—"P. of Q. Safety League"—L'Oncle Pierre.
8.15—"Le Cure de Village."
8.30—Bromo Seltzer Entertainments.
8.45—Les Deux Copains—Pharmacies Leduc.
9.00—Syrup Symphonies
9.30—White Cap Program.

10.00—Living Room Furniture Program
10.30—Variety Show.
11.00—McGill Graduates' Society.
11.15—Real Life Dramas.
11.20—Lee Shelley's Orch.
11.30—Famous Hockey Players.
11.45—Famous Hockey Players.
11.50—Fray and Graggiotti.
12.00—Le Reporter Sportif Molson
12.05—Glen Gray's Orch.
12.30—Gus Arnheim & Orch.
12.45—Herbie Kaye's Orchestra.
1.00—Scott Fisher's Orchestra.
1.30—Claude Hopkin's Orchestra.
2.00—Sign Off.

WEAF—NEW YORK, 660 K.
4.45—John Martin's Story Program
5.00—Woman's Radio Review.
5.30—The Sizzlers-Trio.
5.45—The Lady Next Door.
6.00—Kay Foster songs.
6.15—The Tom Mix Ralston Straight Shooters
6.30—Alice In Orchestralia.
6.45—Ivory Stamp Club
7.00—Waldorf Astoria Orchestra.
7.15—Harry Rogers' Concert Orch.
7.30—Press-Radio News
7.35—Carol Deis, soprano.
7.45—Billy Batchelor—Dramatic Sketch with Raymond Knight.
8.00—"To Be Announced."
8.15—"The Black Chamber"—Dramatic Sketch.
8.30—Easy Aces.
8.45—Uncle Ezra's Radio Station, E-Z-R-A.
9.00—Studebaker Champions
9.30—"The Voice of Firestone Garden Concert"
10.00—A. & P. Gypsies—Frank Parker, tenor.
10.30—Otto Harbach—Orchestra and Drama.
11.00—Contented Program
11.30—National Radio Forum.
12.00—Larry Siny's Orch.
12.15—Jesse Crawford, organist.
12.30—Tom Gerun's Orch.
1.00—"To Be Announced."
1.30—Art Kassel's Hotel Bismark. Orchestra.

WJZ—NEW YORK, 760 K.
4.00—Radio Guild
5.00—Betty and Bob—Dramatic Sketch
6.15—Songs and Stories
5.30—Ken Sparrow String Ensemble.
5.45—Jules Lande and his Concert Ensemble.
6.00—Al Pearce and his Gang.
6.15—El Chico—Spanish Revue.
6.30—"The Singing Lady"
6.45—Little Orphan Annie
7.00—U. S. Army Band.
7.25—Summary of NBC Programs.
7.30—Press-Radio News
7.35—Three X Sisters
7.45—Lowell Thomas
8.00—Pepsodent Program—Amos 'n' Andy
8.15—Plantation Echoes—Willard Robison's Orch.
8.30—Red Davis—Dramatic Sketch
8.45—Dangerous Paradise—Dramatic Sketch
9.00—Jan Garbers Supper Club.
9.30—Carefree Carnival.
10.00—Sinclair Greater Minstrels
10.30—Princess Pat Players
11.00—Little Jackie Heller, tenor and Harry Kogen's Orches.
11.15—America In Music.
11.45—"To Be Announced."
12.00—Hotel Biltmore Orchestra.
12.30—Rockefeller Center Orch.
1.00—Charlie Davis' Orchestra.
1.30—Jack Berger's Orch.

WTIC HARTFORD—1040K.
4.15—"The Sizzlers-Trio."
5.00—Women's Radio Review.
5.30—Program from New York.
5.45—Songfellows Quartet.
6.00—"The Argentinians."
6.15—Straight Shooters.

PROGRAM SCHEDULE

(All Times Given are Atlantic Standard Time)

6.30—Alice In Orchestralia.
6.45—Stamp Club
7.00—Wrightville Clarion
7.30—Press-Radio News.
7.35—Gems From Memory.
7.40—Studio Program.
7.45—Billy Batchelor.
8.00—Program from New York.
8.15—"The Black Chamber"
8.30—Concert Miniatures.
8.45—"Ask Me Another."
8.35—Frank Sherry & Laura Gaudet.
9.30—Gladys Swarthout, Soprano.
9.00—Richard Himber's Orch.
10.00—"The Gypsies"
10.30—Amateur Night.
11.00—Contented Program
11.30—National Radio Forum
12.01—Hall Kemp's Orch.
12.20—Jesse Crawford, organist.
12.30—Slumber Hour
1.00—Silent.

WGJ SCHENECTADY, 790 K.
5.00—Betty and Bob, dramatic sketch
5.15—Woman's Radio Review.
5.30—Stock Reports.
5.45—"What's New In The Berkshire" S. W. Ashe.
6.00—Kay Foster songs.
6.15—Tom Mix Ralston Straight Shooters.
6.30—Alice In Orchestralia.
6.45—Ivory Stamp Club.
7.00—Bag & Baggage
7.15—Air Adventures of Jimmy Allen
7.30—Press-Radio News.
7.35—Evening Brevities.
7.45—Billy Batchelor, sketch.
8.00—Col. Jim Healey.
8.15—"The Black Chamber."
8.30—Easy Aces.
8.45—Uncle Ezra's Radio Station E-Z-R-A.
9.00—Studebaker Champions.
9.30—"Voice of Firestone Garden Concert"—Gladys Swarthout, Soprano.
10.00—A. & P. Gypsies.
10.30—Otto Harbach—Al Goodman and his Orchestra—guest artists.
11.00—Contented Program, Lullaby Lady; male quartet; Morgan Eastman Orchestra.
11.30—National Radio Forum.
12.00—"Me & My Guitar."
12.15—Jesse Crawford, organist.
12.30—St. Louis Symphony.
1.30—Art Kassel & Orch.
2.00—WGJ Sign Off.

TUESDAY'S PROGRAMS
CFNB, FREDERICTON, 550 K.
8.10—"The Listening Post"
8.30—9.30—"Music and Song"
9.30—10.00—Organ Melodies.
11.00—Happy Warrior Hour.
12.00—Waltz Time.
12.30—Maytag Melodies.
1.00—Luncheon Music.
1.30—Marconi Hour.
2.30—Royal York Concert Orch.
5.00—Musical Comedy Memories.
5.30—Concert Songs.
5.45—Strings.
6.00—Dance Music.
6.15—"Your Eyes"—Talk.
6.20—Piano Selections.
6.30—Popular Orchestration.
7.00—News Bulletins.
7.15—"The Voice at Eventide."
7.30—Understanding Music.
8.00—Ray Daves' Orch.
8.15—Rex Battle's Orchestra.
8.30—Billy & Pierre—Montreal.
8.45—Canadian Press News.
9.00—Mastering the Ceremonies—Winnipeg.
9.30—Half Round the Clock—Detroit.
10.00—Piano Duo and Ladies Trio.

Montreal.
10.30—Cleveland Symphony.
11.30—Gilbert Watson and his Old Mill Orchestra.
11.45—Canadian Press News.

WABC, NEW YORK, 860K.
5.00—Visiting America's Little House
5.15—Poetic Strings.
5.30—Science Service.
5.45—Dick Messner's Orchestra.
6.15—"Skippy"
6.30—Jack Armstrong, All American Boy.
6.45—Dick Tracy—dramatic sketch.
7.00—Buck Rogers in 25th Century.
7.15—Bobby Benson and Sunny Jim.
7.30—Understanding Music.
7.45—Press-Radio News
8.00—"Myrt and Marge"
8.15—Just Plain Bill
8.30—Jerry Cooper, baritone.
8.45—Boake Carter
9.00—Lavender and Old Lace, with Mrs. Wm. Dick Sporborg.
Frank Munn, tenor; Bernice Claire, soprano; Orchestra.
9.30—"Melodiana"
10.00—Bing Crosby & Georgie Stoll's Orchestra—Mills Brothers.
10.30—Isam Jones & Orchestra.
11.00—"The Camel Caravan"—Walter O'Keefe, Glen Gray's Orch; Annette Hanshaw & Ted Husing.
11.30—Capt. Dobbie's Ship of Joy.
11.45—"The Voice of the Crusaders"—Talk.

12.00—Frank Dailey's Orch.
12.30—Johnny Green & His Hotel St. Regis Orchestra.
1.00—Orville Knapp's Orch.
1.30—Leon Navara and his Hotel St. Moritz Orchestra.
2.00—Roseland Ballroom Orchestra.
CKAC, MONTREAL, 730K.
3.30—School of the Air.
4.00—Columbia Variety Hour.
5.00—"To Be Announced."
5.15—Girl Guides' Program.
5.30—Ecole du Doux Parler.
5.45—Syrup Melodies.
6.00—Social Announcements.
6.15—"To Be Announced."
6.30—"The Fireside Program"
7.15—Musique Classique.
7.25—"L'Heure Recreative."
8.00—Programme Familial.
8.15—"The Cure de Village."
8.30—"The Dream Man."
8.45—Fred & Albert.
9.00—"L'Heure Provinciale."
10.00—Radio Roman Melson.
10.30—"La Tribune de L'Air."
10.45—Quiet Interlude.
11.00—Mus-Kee-Kee. Variety Show.
11.30—Lee Shelley and Orch.
11.45—Chas Kramer's Orchestra.
12.00—Le Reporter Sportif Molson
12.05—Chas. Dornberger's Orch.
12.30—Johnny Green's Orch.
1.00—Orville Knapp's Orchestra.
1.30—Leo Navara & Orch.
2.00—Bulova Time and Sign-off

WEAF, NEW YORK, 660 K.
4.00—"Vic and Sade."
4.15—Oxydol's Own Ma Perkins.
4.30—Willie Bryant & His Orchestra.
5.00—Woman's Radio Review.
5.30—Jesters Trio.
5.45—Lady Next Door.
6.00—Meredith Willson's Orchestra.
6.15—"Congress Speaks"
6.45—"Nursery Rhymes"—Milton J. Cross & Lewis James.
7.00—Summary of NBC Programs
7.05—Xavier Cugat's Waldorf Astoria Orchestra.
7.15—Mid-Week Hymn Sing
7.30—Press-Radio News
7.35—Mary Small and her songs

7.45—Billy Batchelor
8.00—"The Three Stamps Trio."
8.15—Whispering Jack Smith.
8.30—"Easy Aces" Comedy sketch.
8.45—"You and Your Government."
9.00—Leo Reisman's Orch with Phil Duey & Johnny.
9.30—Lady Esther Serenade—Wayne King's Orchestra.
10.00—Ben Bernie's Orchestra
10.30—Ed Wynn
11.00—Palmolive Beauty Box Theatre
12.00—Stanley High, editor and author.
12.15—Voice of Romance
12.30—Tom Gerun's Orch.
1.00—Congress Hotel Orchestra.
1.30—Hotel Whitehall Orch

WJZ, NEW YORK, 760 K.
4.45—Nellie Revell at Large.
5.00—Betty and Bob—Dramatic Sketch.
5.15—Louis J. Haddad, president, American Bridge League.
5.30—Temple of Song.
6.00—Youth Health.
6.15—Jackie Heller, Tenor
6.30—Singing Lady
6.45—Little Orphan Annie
7.00—Angelo Ferdinando's Orch.
7.25—Summary of NBC Program
7.30—Press-Radio News
7.35—Dorothy Page, Songs.
7.45—Lowell Thomas
8.00—"The Pepsodent Program"—Amos 'n' Andy.
8.15—Morton Downey.
8.30—Household Musical Memories
9.00—Eno Crime Clues
9.30—Lawrence Tibbett
10.00—Grace Moore, soprano.
11.30—"To Be Announced."
12.00—"To Be Announced."
12.00—Abe Lyman's Orch.
12.30—Carl Hoff Orch.
1.00—"To Be Announced.—Orchestra.
1.30—Cosmopolitan Hotel Orchestra

WTIC, HARTFORD, 1040 K.
4.30—Willie Bryant's Orch
5.00—Women's Radio Review.
5.30—"The Jesters."
5.45—Fine Arts—Robert Drew-Bear.
6.00—Meredith Willson's Orchestra.
6.15—Congress Speaks.
6.45—Misery Rhymes.
7.00—Wrightville Clarion.
7.30—Press Radio News
7.35—Gems from Memory.
7.40—Lester Ludke, pianist.
7.45—Billy Batchelor
8.00—Wm Sheehan, Conn. Legislative Reporter.
8.15—Whispering Jack Smith.
8.30—"Travellers' Hour."
9.00—Leo Reisman's Orchestra.
9.30—Wayne King's Orchestra
10.00—Ben Bernie's Orch.
10.30—Ed Wynn; Eddie Duchin's Ors
11.00—Beauty Box Theatre.
12.01—Stanley High.

Anne Campbell, whose poetic readings are featured on the Minneapolis Symphony programs, and Eugene Ormandy, director of the orchestra, have been responsible for noteworthy innovations on the radio. Miss Campbell inaugurated the first poetry reading air series from a Detroit station in 1922, and in the same year Ormandy presented the first violin solo heard on radio.

Vin Haworth, who is "Jack Arnold" on the "Myrt and Marge" programs, now has three nieces in the movies—lovely Ginger Rogers, starlet Phyllis Fraser, and the latest recruit, Rita Causino, dancer recently signed by Fox.

Paddy, the "yaller dog" mascot of the New York Humane Society, will be a guest on Kate Smith's program on April 3rd, on the eve of "Be Kind to Animals Week." Paddy has been on the air several times.

School Tax Notices

—FOR SALE—

The Daily Mail
Prices Reasonable