

J. A. Physioc Joins WMSC Sales Staff

Joseph A. Physioc, Jr., has joined the sales staff of Radio Station WMSC, it was announced yesterday by C. Wallace Martin, president and general manager.

Mr. Physioc is the son of the world-famous stage designer, Joseph A. Physioc, Sr., who has retired here.

Mr. Physioc's career has embraced many varied pursuits, ranging from World War I aviator to an executive in the export business—his most recent activity prior to joining the WMSC sales staff.

Mr. Physioc was born in Columbia in 1892. He was educated at Cutler school in New York City, and at Columbia university, where he was a member of the football, track and tennis teams. From Columbia he received a degree in civil engineering.

During the first World War, he flew with the French in 1916, and later with the United States army as a member of the 201st Aero Squadron. After the Armistice, Mr. Physioc continued his army career, and held all flight ratings, including airplane pilot, balloon observer, free balloon pilot and airship pilot. He retired from military life following an airplane crash in 1932.

His first business experience was gained as Pacific Coast sales manager for the Copeland Electric Refrigerator corporation, a post he held until 1933. He resigned to join the staff of Radio Station WMCA in New York City, as sales manager. He later became vice president of the William H. Rankin Advertising agency, where he was in charge of the radio and sales department until 1935.

From 1935 until 1939, Mr. Physioc was vice president in charge of the New York office of the Wylie B. Jones Advertising agency. He was instrumental in bringing to this country, in 1936, the National Band of Italy, which played at Carnegie Hall in New York City, as well as in the principal cities of the United States. At this time, Mr. Physioc owned the Sound Recording Studio of New York City and Dallas, Texas.

In 1940, Captain Physioc re-entered military service with the U. S. army, and during the five years that ensued, he served at Camp Bowie, Texas; Fort Wingate, New Mexico; A.A.F. Glider school, Fort Sumner, New Mexico, and the Watson Lake Air Field, Yukon Territory, Canada.

He retired from the army with the rank of lieutenant-colonel.

In 1946, Mr. Physioc joined the Republic Aviation corporation of Farmingdale, New York, as counselor on labor relations, sales manager for Seabee personal planes, and general manager of the Loftec Division.

In 1948 and 1949, he engaged in the export business from New York City. This involved the export of grain to Greece, and textiles to Eretria, Italian East Africa.

In May, 1950, Mr. Physioc accompanied his 85-year-old father to Columbia, where Mr. Physioc, Sr., had spent his entire boyhood. The well-known artist, now blind, plans to spend his remaining years in the locality which he says he "loved the best, and held the happiest memories" for him.

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