

# Disclosures

- Nothing to disclose regarding this presentation
- Medical content consultant for Cooper Surgical
- Principle investigator for studies sponsored by:  
Myriad  
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# 1938 <sup>(1)</sup>

- FDR establishes the March of Dimes
- First jazz concert held at Carnegie Hall, performed by Benny Goodman and his band
- Thornton Wilder's "Our Town" premieres in NY
- Walt Disney releases "Snow White and the Seven Dwarfs" in the US
- Superman first appears in Action Comics
- Bugs Bunny first appears in Porky's Hare Hunt
- June-Joe Louis knocks out Max Schmeling in the first round of their rematch at Yankee Stadium
- Food, Drug and Cosmetic Act is signed into law by President Franklin D. Roosevelt
- Howard Hughes sets a new record, by completing a 91-hour airplane flight around the world, while Wrong Way Corrigan taking off from NYC for California lands in Ireland.
- First patent for Nylon granted to Dupont
- Production of the Jefferson nickel begins, replacing the buffalo nickel
- The minimum wage is established by law in the U.S
- Orson Welles's radio adaptation of *The War of the Worlds* is broadcast, causing panic in various parts of the United States.
- Nazi Germany invades Austria (Anschluss)
- NY makes syphilis test mandatory in order to get a marriage license
- The Fair Labor Standards Act (FLSA), prohibiting child labor in factories, comes into effect in the US
- Seabiscuit, with George Woolf aboard, beats 1937 Triple Crown winner War Admiral by 3 lengths in Pimlico track record time to win \$15,000 in what is regarded as one of the greatest match races in horse racing history
- Kristallnacht begins: pogrom against Jews in Germany and Austria - first large-scale physical act of anti-Jewish violence
- Italian scientist Enrico Fermi, father of the Atomic Bomb, receives the Nobel Prize for Physics (work on reduced radioactivity)

# FDR signing the 1938 Food-drug- cosmetic-act

<https://www.fda.gov/about-fda/changes-science-law-and-regulatory-authorities/part-ii-1938-food-drug-cosmetic-act>



# The Birth of the South Atlantic Association of Obstetricians and Gynecologists

- As early as 1935, a few practitioners realized a need.
- October 23, 1937: Dr. R. A. Ross of Durham, N.C. sends a letter of invitation.
- February 4, 1938: organizational meeting at the Hotel Charlotte, Charlotte, N.C. , constitution and bylaws agreed upon, officers elected with 70 members joining from 5 states.
- Ross suggests name to be Southeast Ob/Gyn Society. Origin of SAAOG is unclear.
- “The purpose of this organization is to encourage the study, improve the practice, and advance the cause of obstetrics and gynecology, to promote the development of the professional interest and to encourage friendship among such specialist in this area, and through invitation to its membership to grant recognition of special knowledge in obstetrics and gynecology to those who show themselves to be duly qualified.”(2)
- Dr. William Kirkley in his extensive but unpublished research on the first 50 years of the South Atlantic is quoted that “the SAAOG has been referred to as a specialist’s organization conceived in a North Carolina bar, with a gestation period of 2 years, laboring through five Southern states with parturition occurring February 4, 1938 at the Hotel Charlotte. “(3)

# The First President: James Robert McCord, Sr.

## Early years

- Born August 27, 1884, in Conyers Georgia.
- Eldest of 5 children of the late Henry Young McCord, 1854-1943 and Eilla Marietta Corilla Whaley McCord 1861-1947 (4)
- Conyers in 1884 was a bustling post Civil-War community rebuilt following partial destruction by fire. (5)
- H.Y. as a child witnessed Sherman's burning of Georgian property. Born in Butts County, went to school in Conyers, attended Moore's Business College in Atlanta and went on to found McCord-Stewart Co., a wholesale grocery business, later entering the banking industry. (4,6)
- In 1903, when J.R was 19, the family moved to Atlanta.
- J.R attended the University School for Boys at Stone Mountain, Georgia Tech, and the Atlanta Medical College, ultimately receiving his medical degree from Jefferson Medical College in Philadelphia in 1909 (7)

# University School for boys, Stone Mountain



# Training years

- Philadelphia as a young man was punctuated with the general experiences of an educational life.
- Sadly, in 1908, on October 29 his only sister Mary McCord, age 18, died from complications of surgery for appendicitis (8)
- J.R.'s quote in the "Autopsy" class yearbook of 1909. "I am not merry; but I do beguile The thing I am by seeming otherwise."
- "Mac" or "Bert" to his classmates.
- Member of Orville Horwitz surgical society, Coplin Pathologic Society, Dercum Neurologic Society and the Southern Club
- Interestingly not of the gynecologic or obstetrical societies, although Dr. Horwitz was the professor of genito-urinary surgery.
- Member of the Phi Chi fraternity.
- Humorous sections suggest he was something of a character.
- Class statistics listed him as the "Hot Air Merchant"
- Member of the unofficial Poker Club which lists at least one of its objectives as: the moral, intellectual, and social retardation of its members.
- In Mottos: J.R. McCord- "God bless the man who invented sleep." Editorial comment: Yes, Bert, and you worship that hero in an appropriate manner on every available occasion, lectures included.
- Also, a member of fictitious "Hyperathesia Coccygei Brotherhood" whose motto was to "Retire far to the rear and assume a sitting posture." (9)
- Post graduate training: intern in 1909 at Children's Hospital, 1909-1911 Methodist Hospital in Brooklyn. 1912 Obstetrical training at Lying in Hospital in New York City. (7)





# Marriage

- Sometime and somehow during this training that he met, courted, became engaged, and married Marion Crawford Roberts at the family home on Genesee street in Utica in June of 1913.
- Gowns were of pink satin with pink roses and valley lilies.
- H.W. McCord, Jr., the brother of the groom, acted as best man.
- Garden reception with colored lights and Japanese lanterns
- After a planned trip, the couple was to return to Atlanta A reception followed and the garden at the home was beautifully illuminated with colored lights and Japanese lanterns. After a planned wedding trip, the couple was to return to Atlanta. (10)

# Early practice

- 1913 Bert returned to Atlanta to set up a practice in Obstetrics and Gynecology.
- Kirkley: Bert never fancied himself a good private practice doctor having stated that “he had not had the temperament for private practice.” and “most who knew him agreed.” (3)
- Drifted into academia as part of the faculty of Atlanta Medical College (11) which in,1915, became part of the school of medicine at Emory University.
- Published in the Atlanta Journal-Record of Medicine on the treatment of eclampsia in June of 1912 and later in May of 1914, on The Present State of Pituitrin in Obstetrics. (12,13).
- Little publication and research occurred over the next few years.
- August 31, 1914, J.R. McCord, Jr. was born. (14) Walter R. McCord, Sr. was born November 11, 1917. (15)
- Work also briefly interrupted by enlistment July 8, 1918, and service in France as part of the Emory medical unit of World War I. (16) Not being part of the original enlistment, Dr. McCord served temporary duty in France as an attached officer, rank 1<sup>st</sup> Lieutenant. (17,18)
- By 1920, the McCords (Bert, Marion, JR Jr. age 5 and Walter age 2) resided on Springdale Road in Atlanta. (19)

# Research

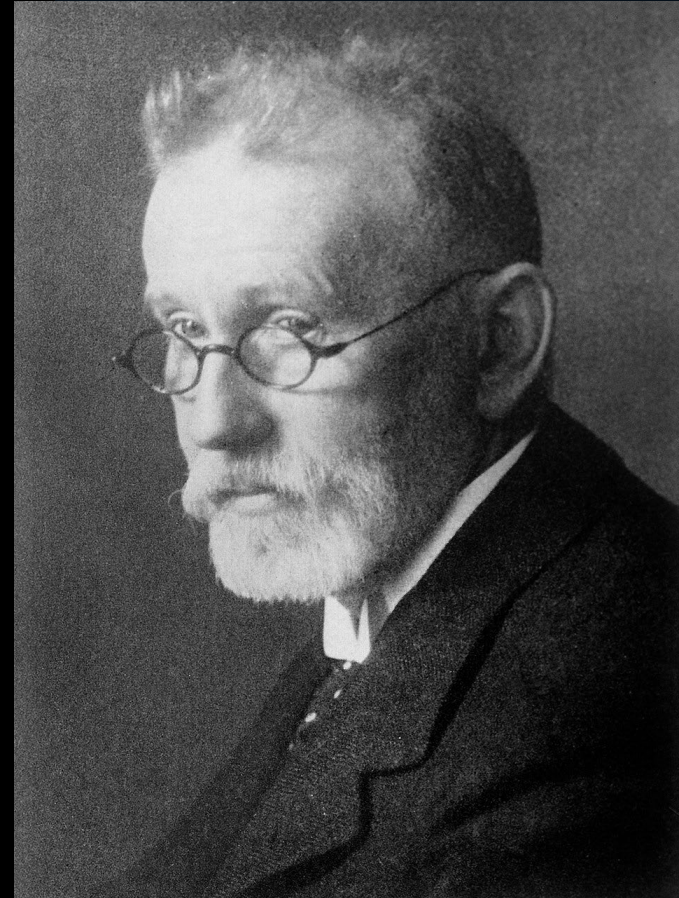
- Post pandemic and WWI, began a more intensive research career
- Published extensively during this time on syphilis and pregnancy, making him national and international expert.
- Also published on some of his old favorite topics including the treatment of eclampsia, maternal mortality, the improvement of obstetric care, and teaching in obstetrics and gynecology. (7)
- Collaborated on the publication of the Standards of Prenatal Care 1925 and revisions of 1939 and 1940., an educational publication of the Children's Bureau of the US Department of Labor. (7,20,21)

# Syphilis

- McCord's principal contribution is data on the treatment of pregnant women (7)
- Syphilis prevalence increased in the rural South
- Penicillin not introduced until post WWII (22)
- Diagnosis with the Wassermann test and treatment with Arsphenamine (Salvarsan, Neo Salvarsan) combination with Bismuth or Mercury
- Produced and marketed by Hoechst 1910
- Work of Paul Ehrlich: Compound 606, the magic bullet
- Ehrlich, German-Jewish scientist and Nobel Laureate of 1908 (23)



Ehrlich in his lab



Images from the Library of Congress Public Domain

# McCord Lectures

- Shortly after his inauguration in March of 1933, President Franklin Roosevelt appointed Dr. McCord as a senior medical officer and special representative of the Children's Division of the Department of Labor. He travelled all over the SE, instructing doctors in modern obstetric practice
- Became known as the McCord lectures. (11)
- Evidence of their importance throughout the south is documented eloquently in the 1937 transactions of the meeting of the medical society of North Carolina. (24)
- In spring 1936 Dr. McCord retired from the position, but the Children's Bureau continued to support these activities. (24).

# Activities and the Chairmanship

- 1928 : Vice Chair and subsequent chair of the section on Obstetrics of the Southern Medical Association, presenting the chairman's address in 1929, "The Prevention of Congenital Syphilis." (25,26)
- 1930, he became a member of the American Gynecologic Society. (27)
- 1935: appointed chairman of the section on Obstetrics and Gynecology of the AMA, presenting his presidential address at the meeting in Atlantic City on Syphilis and pregnancy. (28,29)
- 1935: became an editor of the American Journal of Obstetrics and Gynecology at that time the "official organ" of the AGS, AAOG, NY Obstetrical society, CAOG, ABOG and multiple city societies (30)
- March 1, 1936: Emory developed a permanent department of Ob/GYN with Bert as full time professor and chairman.
- In filling out the usual identification sheet for the President, Bert wrote under references, "I have been here long enough not to need references." (7).



McCord circa 1938

# SAAOG

- Circumstances that led to his election as the first president of SAAOG not recorded
- Given the objectives of the organization, McCord lectures alone would have made him an appropriate choice, notwithstanding his recent chairmanship of the AMA section.
- First “true” annual meeting February 10-11, 1939, in Charleston, home state of the next elected president, Robert Siebels. MD of Columbia, SC. (31)
- Presidential address: Premature rupture of the membranes as a method of inducing labor. (32)
- Presidency, no doubt, helped to attract noted academics: Dr. George W. Kosmak, editor of AJOG, Dr. Fred Adair, chairman of the committee of Maternal Welfare, Dr. Walter T. Danreuther, Chairman of the ABOG, Dr. Edward A. Richardson of Johns Hopkins, and Dr. Rudolph Holmes. (31)
- 1939, after SAAOG presidency, elected president of the American Association of Obstetricians, Gynecologists and Abdominal Surgeons presenting his presidential address at the September meeting in 1940 with “Some Remarks About Maternal Mortality in the South.” (33)

# The McCords

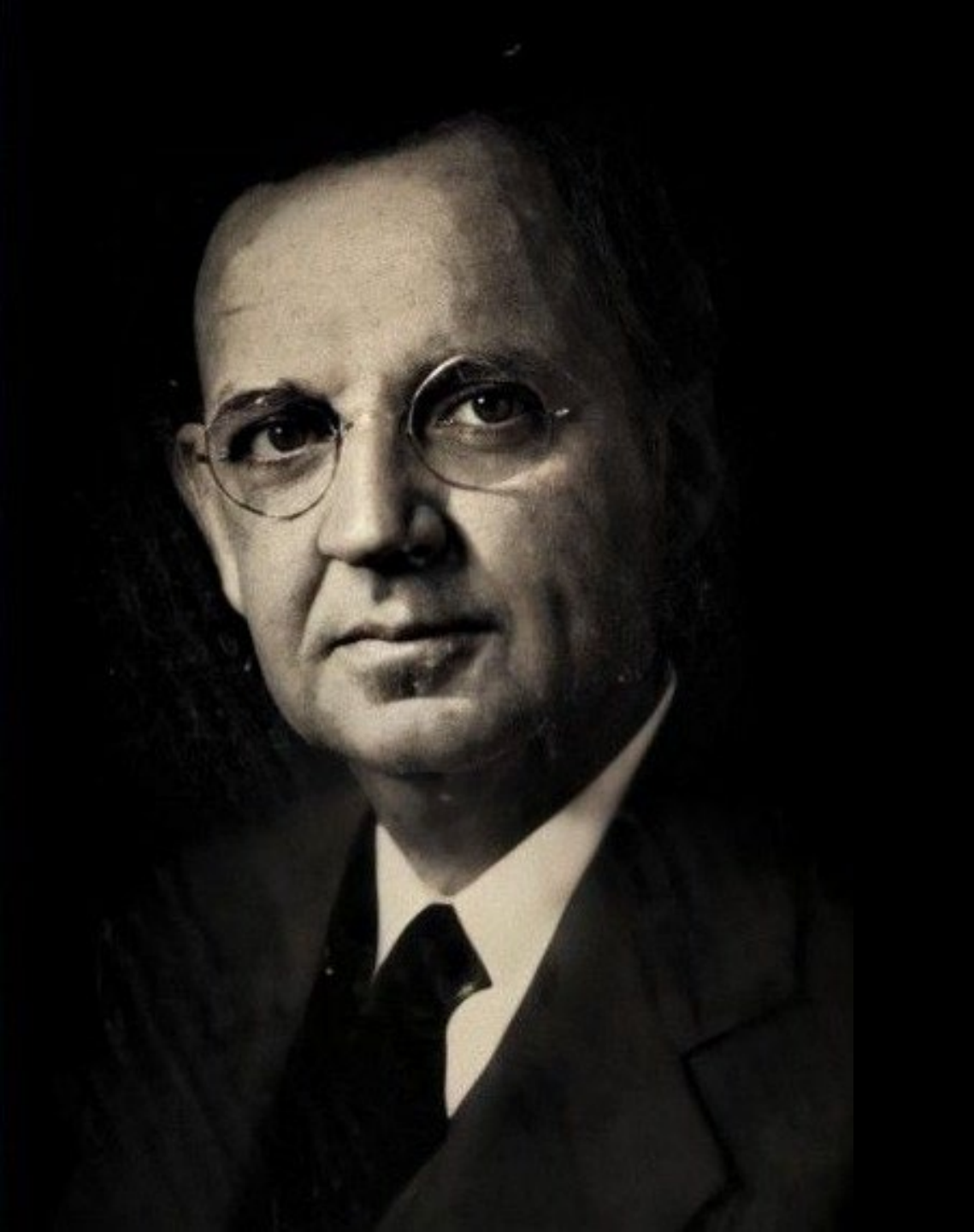
- Academic life may have been too much for his personal life, Bert and Marion divorced sometime before 1930. (34)
- Returned to the family home 1226 Ponce De Leon Ave, NE, Atlanta (34)
- Children lived with remarried wife. She passed prematurely age 58 (35)
- J.R. Jr. served in WWII in the International news service, went on to become a well-known New York theater critic, marrying late in life and moving to Vermont (36)
- Walter served in WWII as a combat news reel photographer, married a Fulton from Georgia, lived in Kentucky, 3 children (37)
- Bert remained in Atlanta at Emory an institution that he believed was destined to be the South's greatest medical center. (7)
- Family shared Emory and Atlanta enthusiasm: H.Y. senior, a trustee in the early 1900's and general chairman of the Emory expansion campaign launched 1926. All three brothers were alumni. (7)
- Jefferson Davis McCord was Emory's first full-time director of athletics
- H.Y. Jr. served on the board of trustees.
- Youngest brother T. Ashby was a prominent businessman.
- Begun by H.Y. Senior, during his trusteeship, a classics medal in Latin carries the McCord name and is awarded annually. (38)
- H.Y. was also a financial backer of the Atlanta Crackers baseball club and a charter member of the Atlanta Homosassa fishing club. (39)
- In a 1938 alumni news publication J.R. admits to being from a "fishing" family and occasionally slipped away, like many Emory men, to Homosassa for diversion. (7)

1226 Ponce  
De Leon Ave,  
NE, Atlanta



# Retirement and passing

- 1940: Bert's high-water mark
- 1946: retired as chair but remained professor emeritus until his passing.
- March 1946: Emory bestowed upon him the honorary degree of Doctor of Science.
- 1949: officially left practice, the Atlanta Constitution called him "perhaps one of the two or three best-known teachers of obstetrics in America."
- Bert moved to Ocala, Florida to enjoy retirement, perhaps to be near Homosassa.
- 1954: returned for the medical school's centennial banquet to a standing ovation.
- Spring 1959: given an award of honor by the Medical Alumni Association of Emory for his contributions to medical education. (7)
- March 26, 1960, J.R. McCord passed away at Munroe Memorial Hospital in Ocala after a long illness. Services were held at Springhill and interment was March 29 at Westview Cemetery. (40,41) Pall bearers included past SAAOG presidents R.A. Bartholomew, and John B. Cross



McCord circa 1945

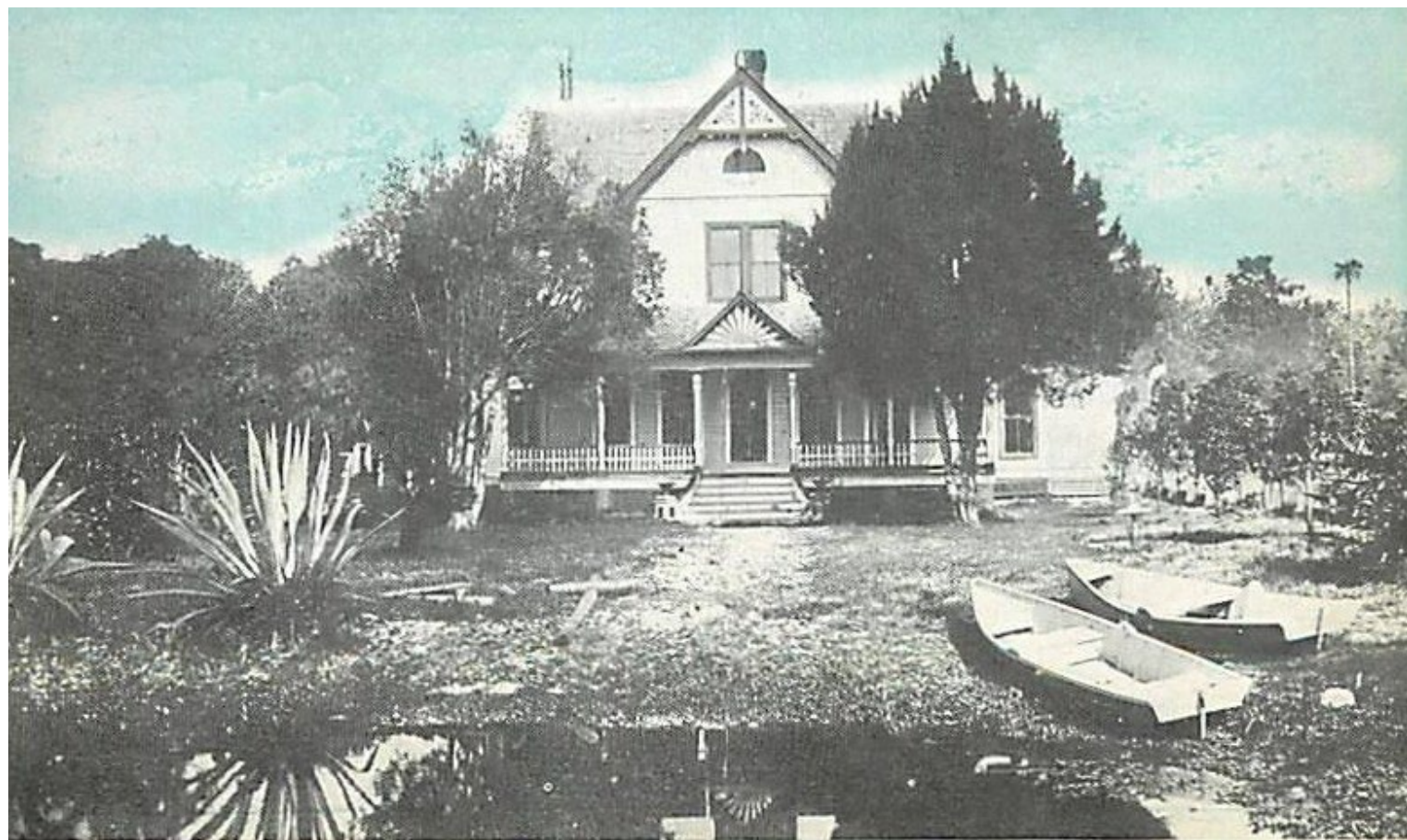
# Postscript

- 1966 a gift of \$750,000 from Mrs. Cordelia Scaife May, heiress to the Mellon-Scaife family fortune, established Emory University's Chair of Family Planning and Maternal Health
- Named for the late James R. McCord.
- Established for the purpose of education, research and service related directly to the field of family planning.  
(7,42)



- McCord circa 1955

# Gone Fishin'



Homosassa Fishing Club, Homosassa River, Fla.

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