

The Early Years

Malcolm Fraser

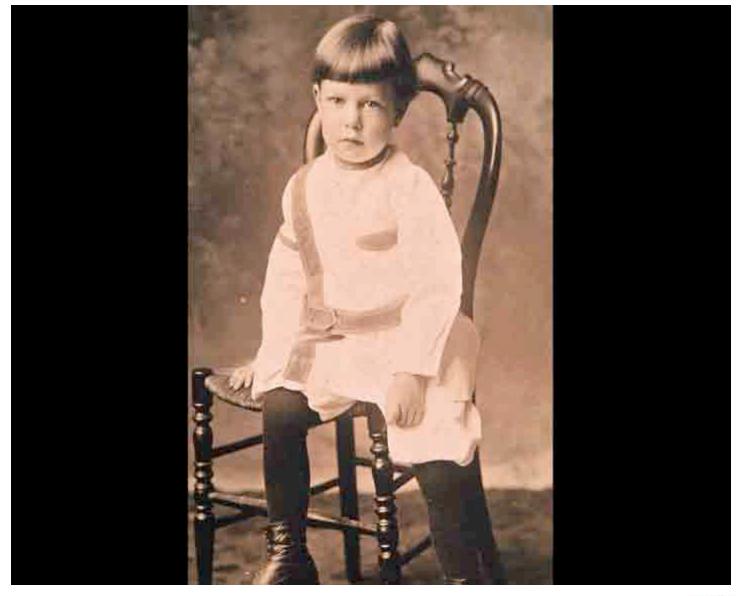
...one person can make a difference











Malcolm Fraser circa 1906.





The Fraser family circa 1906. Two of the brothers stuttered.

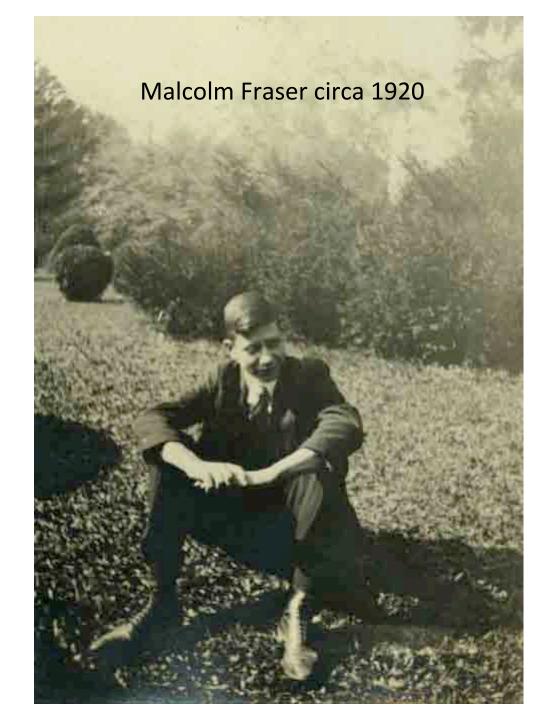


Editor of high school newspaper





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#### Hamilton College 1920

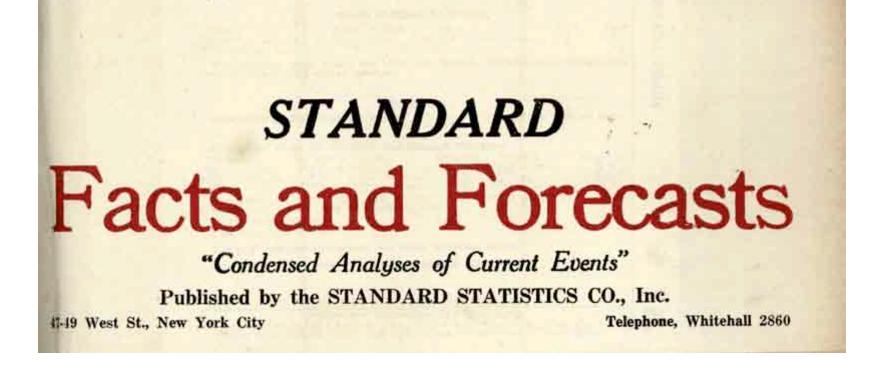




- -The very long road to success
- -Graduated from U of Pittsburgh with MBA in 1924
- -Shoveled coal to pay tuition
- -1924-1925 Standard Statistics Co., now Standard and Poor's



#### First job after graduation





#### Private Secretary to J. Stanley Smith, Esq. of Philadelphia 1925-1927

# Exciting link to Lionel Logue and King George VI

Helped run Smith's support group:
"The Kingsley Club
for Stammerers"

In the 1970s put up the seed money to start NSA

The Kingsley Club—The Forum of the Stammerer—The Greatest Practice Center yet established for those suffering from defective speech



"At this banquet addresses and speeches were made by twenty students of Mr. Smith, and by the clarity and smoothness of their utterances manifested throughout their talks, gave abundant evidence of the effectiveness of his manner of correcting defective speech."—Philadelphia Public Ledger.



# THE SMITH SCHOOL for the Correction of Stammering and Stuttering embodying the KINGSLEY CLUB

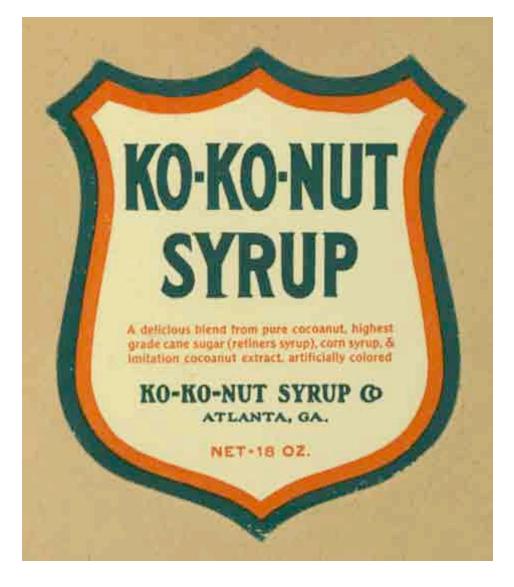
#### PLAN and PROOF

1307 WALNUT STREET
PHILADELPHIA, PENNSYLVANIA

Copyright 1925

1928 bought patent for the Ko Ko Nut Syrup Company – a failure – but had the courage to move ahead, pay off creditors and start again.

#### Learning Through Failures





# At the behest of his oldest brother, Carlyle Fraser, in 1929 joined the Genuine Parts Company NAPA

Atlanta, Georgia

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#### Circa 1929-30 Genuine Parts Company Carlyle Fraser on far left



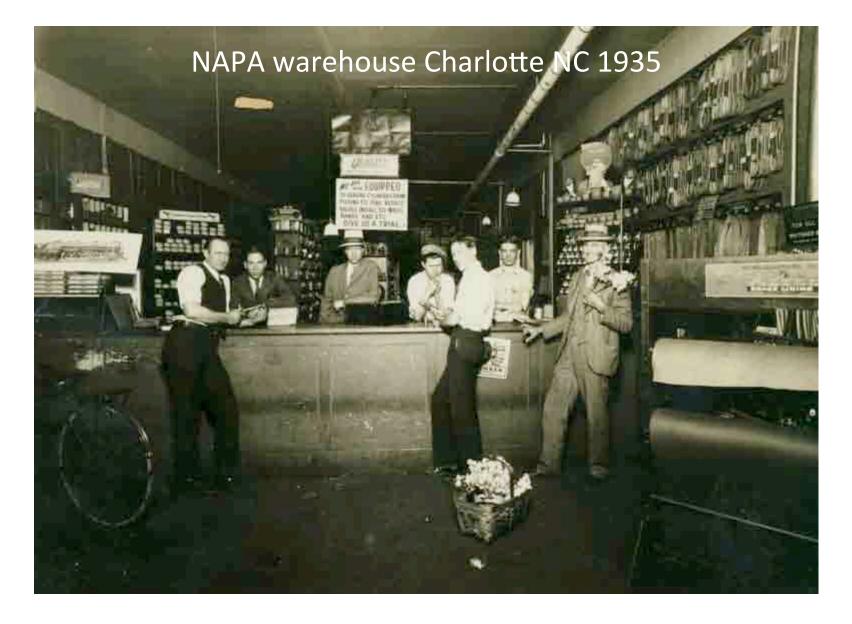




### Malcolm Fraser with his future wife, Charlotte









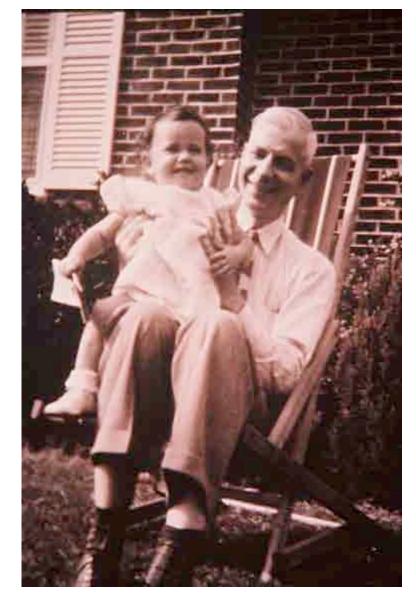
#### Malcolm with a little friend, 1937





Memphis NAPA warehouse 1938





Founder Malcolm Fraser circa 1947.



August 27, 194

Mr. Walter Armstrong Armstrong McCadden Allen Braden & Goodman Commerce Title Building Memphis, Tennessee

Dear Mr. Armstrong:

In accordance with our conversation of this morning, I am sending you a copy of the preliminary prospectus for the Speech Foundation of America. It is my intention to proceed with the incorporation of such a foundation although all the details have not yet been worked out.

I would appreciate your advising if such a foundation can be established under the laws of Tennessee so that gifts to it would be exempt from income, gift and inheritance taxes. Also if the trustees of such a foundation could be citizens of several states and what would be the approximate cost of such an incorporation.

Thanking you for your courtesy in this matter, I am

Respectfully yours

Malcolm Fraser

MF:IC

enclosure

Letter from Malcolm Fraser to Walter Armstrong on founding the Speech Foundation of America, 1947 – cutting edge legal counsel



Original gift of \$2500 in 1947 + \$2500 in 1948= \$5000

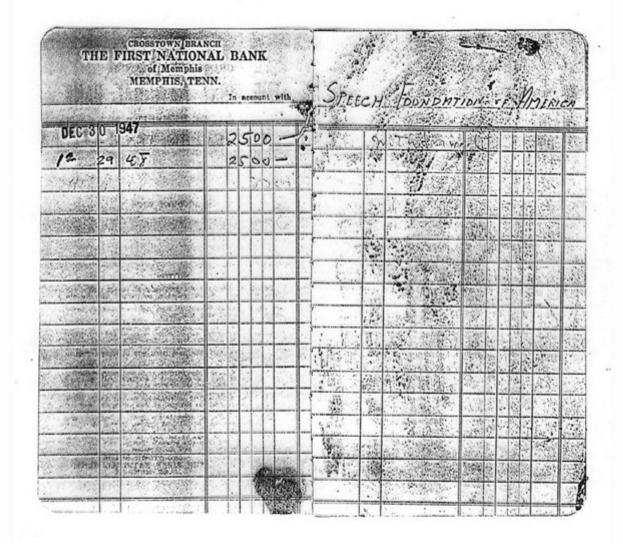
What would \$5,000 buy in 1947?

a new house cost about \$3,000!

a new Ford car about \$1,000...

so \$5000 was a significant gift for a man 44 years old.





The original deposit by M.E.



Fraser home in 1947



#### First project

- The Foundation's first project (1951) was to fund Dr. Van Riper's study on the effect of avoidance on stuttering.
- When submitted for publication, this study was rejected – much to my father's and Dr. Van Riper's disappointment.
- But this led the Foundation in new directions.

[Page down to read more]

#### THE JOURNAL OF SPEECH AND HEARING DISORDERS

PUBLISHED BY THE AMERICAN SPEECH AND HEARING ASSOCIATION

Re- Contain Michigan

8 May 1951

Grant Fairbanks, Ph.D. 321 Illimi Hall University of Illinois Urbana, Illinois

Dr. Charles Van Riper Director, Speech Clinic Western Michigan College of Education Kalamazoo, Michigan

Assistant to the Editor Elaine Pagel Paden, Ph.D.

Dear Dr. Van Riper:

University of Illinois

I have looked over your paper entitled 'A Study of Associate Editors the Effect of Avoidance on Stuttering' which you recently submitted to this journal for publication. I regret very much that I do not believe we can publish this in its present form.

Stanley H. Ainsworth, Ph.D. Florida State University

Spencer F. Brown, M.D. University of Minnesota E. Robert Harrington, Ph.D.

Orthopsedic Hospital Claude E. Kantner, Ph.D.

Obio University

S. Pichard Silverman, Ph.D. Cel Institute for the Deaf

Assistant Editors

Eugene T. McDonald, Ed.D. Pennsylvania State College

Martin F. Palmer, Sc.D. Institute of Logopedics Miriam D. Pauls, Ph.D.

The Johns Hopkins University Kenneth Scott Wood, Ph.D. University of Oregon My chief reason for reaching this judgment is general dissatisfaction with the reliability and validity of all such studies. It seems to me that experimenters in this field would do well to spend what time it takes to refining their experimental techniques before they plunge ahead and gather a lot of data, the meaning of which no one understands. It also seems to me that while the interpretation of your findings as indicating adaptation is plausible, there are a number of other interpretations as well. I wish I were able to offer a fruitful suggestion as to approaches, personally, and I should add that this opinion is by no means shared. I feel that the situation which you are attempting to investigate is so highly complicated that it probably will never yield well to this kind of approach.

**Business Manager** George A. Kopp, Ph.D.

Wayne University

Cordially yours,

Grant Fairbanks

GF-wh



#### Rejection letter to Dr. Van Riper:

...do not "plunge ahead and gather a lot of data, the meaning of which no one understands!"

With "evidence based practice" in 2015, it is important to understand WHY you are collecting data, how to interpret that data, and how it will help you make treatment decisions that will help your clients.

- Letter from Van Riper to Joe Sheehan 1955
- He describes a Stuttering Foundation conference to work towards a program - "an all-out program of basic research, experimental therapy, and theoretical formulation for the disorder."
- The plan was to bring together eminent speech pathologists as well as guest authorities in psychology, psychiatry, and even cultural anthropology for an entire week of discussions to see if they could agree upon some general guidelines for a comprehensive program on stuttering.



Mr. Joseph G. Sheehan 416 21st Place Santa Monica, California

Dear Joe:

I have an interesting proposal to make and I would appreciate your reactions to it. A Mr. Malcolm Fraser of Memphis, Tennessee, several years ago set up the Speech Foundation of America, to be devoted to the eventual solution of the problem of stuttering. As I understand it, in order to have the contributions to the Foundation deducted for income tax purposes, a certain amount of these funds must be spent annually in fulfilling the aims of the foundation. In past years, grants have been made to various educational institutions to carry out experimental therapy programs, research programs, etc. Mr. Fraser recently asked me for other suggestions and among them was one in which he is interested. It is this:

That during the post-Christmas holidays of 1956, a selected group of individuals with a professional background and interest in the problem of stuttering meet at some hotel in Florida for a week. Their project will be that of planning a comprehensive and all-out program of basic research, experimental therapy and theoretical formulation for the disorder. Represented in the group would be one top-notch person or more from the various disciplines of psychology, psychiatry, cultural anthropology and speech therapy with the latter having the largest membership, the whole group not to exceed ten or twelve. All expenses and an appropriate honorarium would be taken care of by the foundation. The objective result of this conference would be a publication which would outline the program and offer concrete projects and suggestions for its solution. It is felt that such a program could serve as a map of future activity, crude and inaccurate perhaps and with much terra incognita, but one which would insure an integrated attack by workers all over the world. The age-old disorder of stuttering still afflicts too many and few of us would deny that a team approach to the problem is needed. This project may aid greatly.



I feel that the success of such a conference would be greatly enhanced by preliminary planning. It might otherwise degenerate, as so many similar discussions of the topic have done, into argument, attack and defence rather than true exploration. Since the project is still tentative and unstructured, may I ask that you consider the whole business confidential, at least until after we meet.

Mr. Fraser suggests that three of us meet this year to do the planning for the conference itself. The foundation would pay our expenses to some central meeting place for this purpose. Would you join me in this preliminary planning? Mr. Fraser has suggested the Peabody Hotel in Memphis. I am inviting Dr. James V. Frick of Pennsylvania State College at State College, Pennsylvania to be the third person. If you are interested, could you meet with us, Wednesday and Thursday, December 28-29? There is only a short time left to plan this preliminary meeting - and I wonder if you would not give me your reply by return mail?

If you cannot help in this preliminary session, would you be interested in joining us a year from the coming holidays and who else would you suggest to take your place now? In any case would you not let me hear from you by return air mail?

Sincerely yours,

C. Van Riper

Speech Clinic Western Michigan College of Education Kalamazoo, Michigan



#### [Page down to read more]



SFA's 1957 conference, bringing together some of the leading authorities in the field of stuttering. Nassau, The Bahamas.

Buck row: Henry Freund, M.D.; Harold Luper, Ph.D.; Wendell Johnson, Ph.D.; Joseph Sheehan, Ph.D.; Charles Van Riper, Ph.D.

Front row: Dean Williams, Ph.D.; Malcolm Fraser, Founder of SFA; Stunley Ainsworth, Ph.D.; Robert West, Ph.D.



- Each conference resulted in a new publication or new film on stuttering.
- Translated into 36 foreign languages by the same people who were helped by them.
- Self Therapy has been translated into no less than 26 languages including Zulu, Lithuanian, Czech, Japanese, Chinese, French, Spanish, Portuguese, Italian, Russian, Arabic, Cambodian, Vietnamese, Persian, Icelandic, Slovakian, Finnish, Danish, Swedish, Flemish, Swahili, and more.





1964 Conference to write Treating the School-age Child Who Stutters. Back row, from left: Charles Van Riper, Wendell Johnson, George Shames, Joseph Sheehan, Malcolm Fraser. Front: Harold Luper, Stanley Ainsworth, Dean Williams, Richard Duncan. Montego Bay, January 1964.



1970 SFA Conference - Conditioning in Stuttering Therapy

1970 SFA Conference, from left: Drs. Bruce Ryan, George Shames, Gene Brutten, Charles Van Riper, Helbert Damste, Stan Ainsworth, Malcolm Fraser, Dick Boehmler, Al Murphy, Woody Starkweather, and Joe Sheehan.

## A few of the Books





[Page down to read more]



Throughout the 1960s and early 70s, Charlotte Fraser was shipping all SFA materials from home.

## SFA books have been translated into 36 languages:

French, Spanish, Italian, Flemish, German, Swedish, Danish, Japanese, Vietnamese, Chinese, Cambodian, Thai, Lithuanian, Korean, Arabic, Icelandic, Finnish, Persian, Zulu, Czech, Slovak, Russian, Slovenian, Bosnian, Croatian, Serbian, Turkish, Hindi, Hebrew, Afrikaans, Swahili, Polish, Norwegian, Albanian, Portuguese and Macedonian



## **Translations**















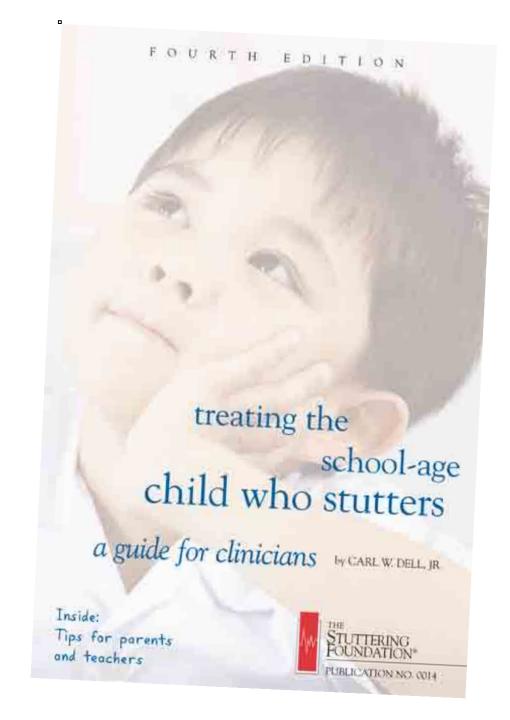
SFA Conference 1972 on DVD production, from left: Drs. Al Murphy, Woody Starkweather, Malcolm Fraser, Stan Ainsworth, Hal Luper, Jane Fraser, Dean Williams, Hal Starbuck, Dave Prins, and Van Riper

- Discussion concerning the specialist in stuttering begins with letters from Charles Van Riper and Malcolm Fraser 1971-72
- Carl Dell sponsored by Stuttering Foundation and trained by Van Riper as a specialist
- Treating the School-age Child Who Stutters

  (#0014) was result of Dell's year of working with children who stutter in the public schools.



[Page down to read more]





Van Riper suggests a "pilot program" started by the Stuttering Foundation to encourage training SLPs to become specialists in stuttering. He writes:

"the present preparation (1973) of general practitioners is so prescribed by the American Speech-Language-Hearing Association that trying to fit in an intensive preparation of stuttering therapy is just about impossible."

...the Stuttering Foundation can sponsor a demonstration project and then publicize it in the hopes that others will follow...



#### WESTERN MICHIGAN UNIVERSITY

DEPARTMENT OF SPEECH PATHOLOGY AND AUDIOLOGY
Speech and Meaning Clinic Phone 616 383-

KALAMAZOO, MICHICA

Jan. 1 191

Dear Malcolm and Stan:

Although only half recovered from the stress of the trip home I still am impelled to start this new year by doing something constructive so I'll settle by writing you two. Happy New Year!

In retrospect, this last conference in my opinion was a very useful one. We finished up the book and it is always emezing to see how important it is to give a final manuscript one last searching scrutiny. The weak spots were located and I'm sure that Woody knows what he has to do to take care of them. The high degree of consensus and agreement along with the lack of any strife shows that we should have a publication possessing considerable impact. If there were any reservations concedening the content they must have been minor ones, what a change from our first conferences!

Almost as important was the impetus given to the production of the videotapes for training clinicians. We've got to have such materials but they are so hard to produce that only some real motovation and dedication will bring them out. Moreover no one person can or should create them. Again, there is a need for a series of tapes that will cover not just isolated aspects of therapy but one that will show the main features of the whole provess. I think we now can hope for such a series. I came to the conference with some fear that the other participants would not commit themselves but they did and we shall see if they will carry through. I didn't like to challenge them as hard as I did nor to present the tapes that I brought along for they are far from acceptable in quality. Nevertheless, I felt that even their inadequacy might spur them to feel that they could do better and I think this happened. Stan was wise to state that they didn't have to produce masterpieces, just tools, and that it was the content not the technical quality that should be our temporary criterion. Better tapes will be made but first of all some crude models of what is needed must be assembled. Eventually we shall have to go to film of course, as malcolm pointed out, but first things first. I'a rather have faulty videotapes available than none at all. Anyway, for me, the reactions of the group corroborated my conviction that this project has great potential in furthering the cause of the stutterer.

Win two and lose one. I confess I was disappointed and discouraged by the group's response to my proposal that we explore the training of stuttering specialists. What happened was that the bears smelled the honey pot and dumped it over. They were thinking mainly of their own needs, not those of the thousand of stutterers across the land who are getting lousy therapy. All departments of speech pathylogy angular tyra my many that host of the federal help American Boards of Lemming is Speech Pathylogy and Assistant Parks and Harring Assistation



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#### WESTERN MICHIGAN UNIVERSITY

DEPARTMENT OF SPEECH PATHOLOGY AND AUDIOLOGY
Speech and Hearing Clinic Phone 616 383-096

KALAMAZOO, MICHIGAN 41001

if being phased out. Suddenly they could see that if the SFA would sponsor stuttering specialists on the university level or released time for themselves they could do a somewhat better job of training their clinicians - though they never faced the fact that the present preparation of general practitioners is so prescribed by A.S.H.A. that trying to fit any intensive preparation of stuttering therapy is just about impossible. Even if they got an extra person on their staff, half time or otherwise, the bulk of their student therapists are not going to receive the kind of training in stuttering therapy which is needed. We have to aim at the post C.C. C. level people and train them to specialize; we've got to get the people in jobs where there are lots of stutterers to serve; and we must spend the SFA funds not to bolster departments of speech pathology but only to demonstrate that stuttering specialists can be trained and that they can get jobs after that training. That is why I made my proposal in terms of a pilot project only. The SFA cannot possibly do more that sponsor a demonstration project and then publicize it in the hope that if it is effective other institutions and agencies such as the public schools in large systems or coordinated services districts will pick up the tab. I think they will, having seen how jobs for speech correctionists sprouted in the same way in the early days of our profession. But someone must innovate and begin. Do we need stuttering specialists? Yes! The question is how do we get them started.

They pan-poohed the need for getting started in a small way, for sponsoring immediately a couple of these jobs (kainey and Dell) so that a training institution would be better able to train them, saying that any information thus procured would be too limited. Sure, it would be limited, but I'd rather have limited information about the job requirements than none at all if I have to train such people. Their suggestion that such specialists already exist and should be located is an excellent one and I hape that stan will send me the names they suggested. Perhaps I should write the letter to Forum in Asha asking such people to correspond with me about their jobs and get information in this way.

But I regognize that the proposal was shot down and that the alternative funding of university half time positions was recommended instead although as Stan began to itemize the costs involved, the latter soon seemed to make the whole project sound unreasonable.

So I'm discouraged and don't know where to go from here. I'll probably still work hard with Carl Dell and send him up to Nova Scotia where he can work with stutterers. A lot of my ideas were born too soon. Someday we'll have such specialists and not just general practitioners but I may not see that day.

Anyway, Happy New Year,

P.S. How eige shall we breed our replacements? Van
American Boards of Examiners in Speech Pathology and Audiology, American Speech and Hearing Association



- In 1983, Hugo Gregory pursued the idea of training specialists in stuttering therapy and asked the Stuttering Foundation to begin a two week program every summer, co-sponsored with Northwestern to set up specialty training.
- Such a program was begun in 1985.
- 15 trainees in 1985 its first year gradual expansion of workshops to other locations
- 1000+ workshoppers by 2015





THE
STUTTERING
FOUNDATION\*
A Nonprofit Organization
Since 1947— Holping Those Who Strate

SFA/Northwestern Workshop, Class of 1998



Eastern Workshop 1996!



## Toll-free numbers for the public

• In order to make it easy for people to reach us, our first toll-free number was established in 1985 – 30 years ago!

800-992-9392

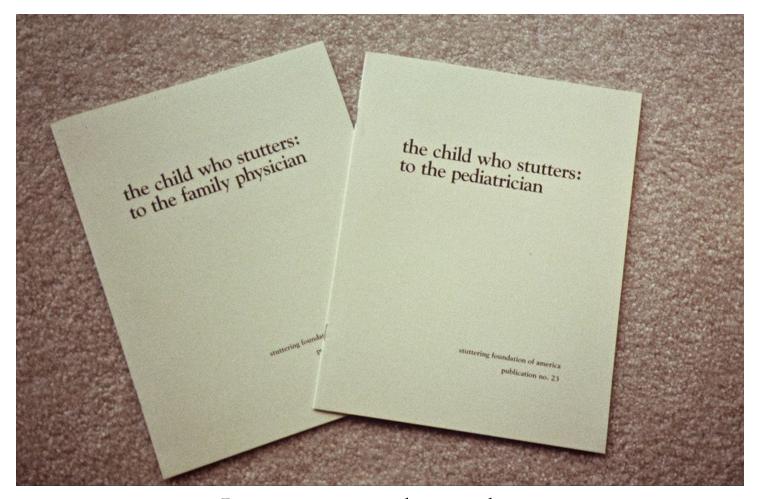
• Began sending out press releases that year.



# Brochures – free copies at www.StutteringHelp.org







In 1988 outreach to pediatricians and family physicians begun - continued in 2015 with mailing to 57,000+ pediatricians.



Bette and Dean Williams at the American Academy of Pediatrics Convention



### Increasing awareness:

Press releases - for each of you too!

and Public Service Ads



• RADIO public service announcements:

PSAs recorded by John Stossel reached 8,865 radio stations.

PSAs recorded by Mel Tillis reached 1,852 music radio stations!

PSAs on The King's Speech reached more than 12,000 stations!



• magazine Public Service Ads (placed free) result in thousands of calls to the toll-free help lines and hits at websites"

- www.StutteringHelp.org
- www.tartamudez.org
- Over 7,000,000 hits each month!



## Public Service Ads-donated space!





## Donated space!

**Everything from** 

 TIME to Family Fun to the Corn and Soybean Digest to .....

Penthouse!



## On Times Square – New York



The Hliami Herald 🤀

The Washington Post

Los Angeles Times









The Washington Post





VICTORIA ADVOCATE















LaCrosseTribune

OKLAHOMAN Pantagraph

















McClatchy Tribune



Deseret News

OTTAWA CITIZEN

The **Oregonian** 

The Boston Globe

scripps**news** 





# Google

#### Help for stuttering

Information for all ages We are here for you www.StutteringHelp.org

#### Stuttering Foundation of America

Stuttering Foundation of America provides free online resources, services and suppose those who stutter and their families, as well as support for ... www.stutteringhelp.org/ - Cached

#### 7 Ways to Help the Child Who Stutters

Help all members of the family learn to take turns talking and listening ... www.stutteringhelp.org/.../7%20Ways%20to%20Help%20the%20Child%20Who% Cached - Similar

#### Help for Stuttering

Some speech teachers even take special classes just to learn how to help ... www.stutteringhelp.org/.../Help%20for%20Stuttering/50.aspx - Cached - Similar

Show more results from stutteringhelp.org

#### News for help for stuttering



(press release) lay ago

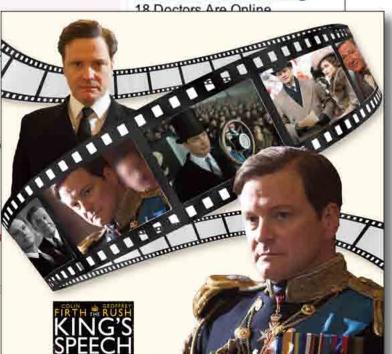
the King's Speech spurs of mering awareness: here's where to find ...

Speech therapy professionals can help with treatment. ... said Jane Fraser, president of The Stuttering Foundation, which was originally created and endowed ... NewsChannel

Vancouver Sun (blog) - 49 related articles

www.familystutteringprogram.cor

Ask a Doctor: Stuttering



See your ad here a



### Public Awareness Hits New High

- Increase in donations
- Increase in orders for materials
- And...
- Increase in fluency for many people who now feel more comfortable talking about stuttering!
- Increase in requests for help



[Page down to read more] PRNewswire MultiVir Rita's Donates \$10,000 to Stuffering Foundation for American idefs Lazero Arbos AM Compared 34 Mahang Investor at&t



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## John Stossel speaks up!





# The Stuttering Foundation was asked to represent the stuttering community at the O'Neill Theatre Award to James Earl Jones. National Stuttering Awareness Week





### Firth & Fraser

#### **Pediatric Nurse Practitioners** on Board for Early Intervention

Kids Who Stutter: Parents Speak Sent to 9,958 NPs

"When parents are concerned about their child's stuttering, I refer them to a speech-language pathologist right away," said a pediatric nurse practitioner from Nevada upon receiving the new DVD for parents

of young children

Speak to 9,958 pediatric nurse practioners on March 15, 2015.

Several commented on how the Stuttering Foundation literature supported them in how to best handle periods of disfluency or stuttering problems with their own children as well as their patients.

"Pediatric nurse practitioners



meet of is noted nn be htening: and for id June the

leading uttering s to anis, offer 1 build pe that e about trusted their this



is key to helping families unlock the mystery of stattering."





Actor Colin Firth and Jane

Fraser, president of the Stattering

Four years after winning on Oscar for his role as the monarch who stuttered in The King's Speech, Colin Firth launched a major fundraising cumpaign on behalf of Action for Stammering Children aimed at increasing support and training for speech and language therapy at an event in London in February, Jane Fraser, president of the Stattering Foundation, joined the awardwinning actor at this event.

"The King's Speech was a turning point in history for the stuttering community, bringing worldwide attention, mainstream understanding and hope for those who struggle to speak," said Fraser, "Colin's commitment to helping children



This enormous amount of publicity results in calls to the Memphis office for help. Seen here: filling requests for help and mailing out information.



## New office in April 2010 in Memphis- Moving Day!



## We are a charitable organization

- We are Not a grant-making Foundation
- We are an operating foundation: operations include publishing books, video production, training workshops.
- Funds come from gifts from the public, and the endowment; thus 100% of gifts go directly into program services and NOT overhead or fundraising
- NO government funding



- Only 7/10 of ONE percent (.7%) goes into fundraising
- Less than 3.5% goes into overhead expenses
- All the rest goes directly into helping those who stutter



[Page down to read more]

## Looking forward

New ways to reach out

## [Page down to read more] Voon Pang=blogger par excellence

## www.StutteringHelp.org/blog

#### Reflections on 2014

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#### Therapy for Preschool Children Who Stutter: Government Policy



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#### Stuttering is Like Tennis



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### New Technology

e-catalog





## New T-shirt





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## You Tube

#### The Stuttering Foundation





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#### Trending



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Close West Studens



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#### Videos for Parents



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Stulturing Facilities By Kold.



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Domes Specific Viville Brushells by Tay Tourist Control

**576,422** people have watched more than **1,744,148** minutes on our YouTube Channel



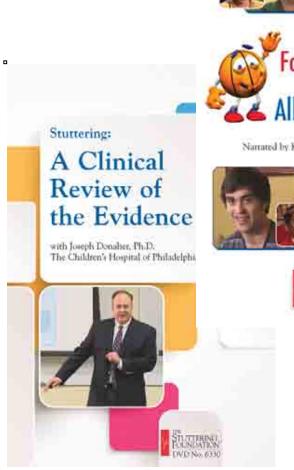








## New DVDs





For Kids, By Kids: **Grown** 

Narrated by Kristin A. Chmela, M.A., CCC-SLP







The origine For Kids, By Kids film included

Using Williams' Normal Talking Approach to

Help Children Make Speech Change





Helping Children

Change Thoughts & Feelings About Communication







## Websites % Social Media

## 53,469,230 hits on stutteringhelp.org

- 4 Websites -StutteringHelp.org, Tartamudez.org, StutteringCEUs.org, and webstore
- 10 Free e-books
- 29 Free videos on YouTube
- 30+ Free brochures in several languages
- 73,423++ likes on Facebook



### Reaching people online

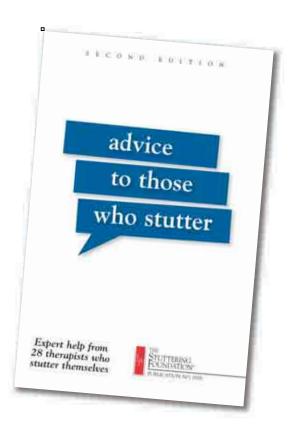
## Most downloaded brochure is Famous People with 42,012 downloads in one year





## Reaching people online

Most downloaded book is 0009 with 204,732 downloads in one year





## Reaching people online



1,321,728 books & brochures were downloaded in one year



# 1947-2015 68 years of service and caring



## One person can and did make a difference.

That person can be



