

Frederick J. Allen and the Founding of the *Career Development Quarterly*

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The Vocational Guidance News-Letter

The first issue of the professional periodical that has become the *Career Development Quarterly* was published by the Boston Vocational Bureau in 1911. Frederick J. Allen edited the four-page publication entitled *The Vocational Guidance News-Letter*. Allen (1925a, p.181) later wrote that “This little publication, which had scarcely more than a local circulation, was in a very real sense the precursor of our present publication, the *Vocational Guidance Magazine*.” By 1915, what had begun as a special number of the *Boston Home and School News-Letter*, had become *The Vocational Guidance Bulletin* with advertising support from book publishers including Ginn and Company, Century Company, Harvard University Press, and Little, Brown and Company.

Beginning with the first issue of the *Vocational Guidance Bulletin* (April 1915), the National Vocational Guidance Association (NVGA) adopted the practice of having its national secretary serve as editor. Accordingly, W. Carson Ryan, Jr. edited the *Bulletin* from 1915 to 1918.. Ryan worked at the US Bureau of Education where he published the *Bulletin* for NVGA using his brother’s printing business. Appearing monthly in four pages, the *Bulletin* had an initial circulation of approximately 500. Ryan edited 22 issues before the new NVGA national secretary replaced him. A 23rd issue (Volume 4, No. 2 April 1918) was edited by Roy W. Kelly, an instructor in vocational guidance in the Graduate School and director of the Bureau of Vocational Guidance at Harvard University (Brewer, 1942).

The National Vocational Guidance Association Bulletin

The 1919 NVGA convention failed to elect officers. Along with war work, this void in leadership caused a brief lapse in the activities of NVGA. In 1920, a group of guidance personnel led by John Brewer from Harvard University held a meeting in New York City to discuss forming a new vocational guidance organization. They proposed formation of the National Vocational Guidance Society (Brewer, 1942). In 1920, the group met in Chicago to launch the

Society. At that meeting Jesse B. Davis suggested that they retain the name NVGA. The group agreed (Allen, 1925a). With NVGA reorganized, the Trustees resumed publication of *The National Vocational Guidance Association Bulletin* beginning in August 1921. Given the brief lapse in publication and the new name, they marked it as Volume 1, Number 1 (Rogers, 1927). It was published in Chicago under the editorship of Anne S. Davis, Secretary of NVGA. She edited four issues.

In December 1922 at the annual meeting held in Detroit, NVGA decided to accept support from Harvard University and publish it there rather than in Chicago. The Trustees delegated publication of the *Bulletin* to the Bureau of Vocational Guidance, with Harvard University agreeing to subsidize half the cost. The contract between Harvard and NVGA for 1924-1925 called for 8 issues per year, with a total of 287 pages per year. Frederick J. Allen, who by then worked at the Harvard Bureau, was appointed editor (Allen, 1923).

Allen had worked at the Boston Vocational Guidance Bureau beginning in 1910 when Meyer Bloomfield hired him as an occupational investigator. In 1917, Allen along with the Bureau moved to Harvard where he served as assistant director and investigator of occupations for the Bureau ("Move Vocational Bureau," 1917). Also in 1917, Allen took over teaching Bloomfield's course on vocational guidance at Boston University. The *Bulletin* grew quickly under Allen's editorship. Harvard printed 200 copies of the first issue (January 1923, Volume 1, Number 6). By April subscriptions doubled to 400 and by December increased to 513. In 1928 there were 1789 subscribers.

The Vocational Guidance Magazine

At the 1924 annual NVGA conference held in Chicago, the Trustees decided to change the name of the journal from the *NVGA Bulletin* to the *Vocational Guidance Magazine* beginning in March 1924 with Volume 2, Number 6 (Allen, 1924). They intended that the new title place their journal in a prominent group of educational journals that were also called "magazines." Furthermore, they hoped that the new title would indicate that the *Magazine* served an audience broader than only counselors. They also aimed to make it more practical by focusing on vocational guidance techniques and activities (Allen, 1924). The price for the *Magazine* was set at two dollars, with one dollar each going to Harvard and NVGA.

Following Allen's death in 1927, the *Magazine* published a tribute to Allen (Tribute, 1927). It printed Allen's portrait--the second one published in the *Magazine* following Parsons'

photograph as a front-piece in the October 1925 volume (4). In the Allen tribute, Edward Ryneerson, Director of Vocational Guidance for Pittsburgh Public Schools, wrote that “*The Vocational Guidance Magazine* is a monument to his clear thinking, far-sightedness, and increasing devotion to the cause of guidance in its broadest senses.” Anne Davis (1927), director of the Chicago Vocational Guidance Bureau attributed to Allen credit for moving the “first small groping effort as the Association *Bulletin* to its present extraordinary effectiveness” (p. 360). She wrote that Allen was a “binder-together of our present interests and a builder of new ones” (p. 360).



FREDERICK J. ALLEN

Fred C. Smith, an instructor at Harvard and executive secretary of NVGA succeeded Allen as editor, assuming that position with the October 1927 issue of Volume 6. Smith remained editor for the next decade. During Smith’s tenure, the NVGA Trustees appointed the first Editorial Board. On August 10, 1929 they named an advisory board of 28 members along

with seven associate editors, the most prominent being John M. Brewer, George E. Myers, and Harry Dexter Kitson (Payne, 1930). To this day, the National Career Development Association Trustees continue to appoint all the editorial board members for the *Career Development Quarterly*.

Occupations, The Vocational Guidance Magazine

From 1922 to 1932, Harvard subsidized publication of *The Vocational Guidance Magazine*. In October 1932, the editor announced that the *Magazine* had finally become self-supporting and Harvard had withdrawn its financial support (Brewer, 1942). The NVGA Trustees intended to make plans to continue the *Magazine* as self-supporting. However, before that occurred, the National Occupational Conference (NOC) made a proposal that NVGA accepted. The NOC was founded in 1933 as a national clearinghouse for the study of occupations, the measurement of individual differences, and information about vocational guidance practices. It resided financially in American Association for Adult Education. Having just been founded, the NOC sought a publication medium by which they could reach guidance personnel. They thought that *The Vocational Guidance Association Magazine* could serve as a “medium for disseminating guidance and occupational information resulting from the work of the National Occupational Conference” (Smith, 1934 p. 93). In 1933, the NVGA Trustees accepted a mutual-benefit proposal from the NOC that they co-publish the *Magazine*, and in an expanded form.

Because the NOC concentrated on occupational information, they wanted the name of the *Vocational Guidance Magazine* changed to *Occupations, The Vocational Guidance Magazine*. Beginning with Volume 12 (September 1933), *Occupations* was published by the NOC in cooperation with NVGA, with the NOC holding the copyright for each issue. The two organizations agreed that NVGA would appoint the editor. In January 1933, NVGA revised its bylaws to officially indicate that the NVGA Board of Trustees appoints the editor (Brewer, 1942), a practice that continues to this day. Fred C. Smith remained editor. He was joined by an editorial board consisting of three NOC staff members. Four associate editors were named, three of which had to be members of the NVGA Committee on Cooperation with the NOC. They were Arthur J. Jones, Harry Dexter Kitson, and Mildred E. Lincoln (Keller, 1934)

The following year, *Occupations* published “The First Year Report” by Franklin J. Keller (1934), who served as the initial director of the NOC and would become NVGA president in 1937. Keller indicated that the NOC had prepared a bibliography of 9,000 titles covering 500 occupations. They had also invited John Brewer to write a book on the history of vocational guidance and gave him a grant to do so. That book by Brewer (1942) remains today the definitive history of the first decades of the vocational guidance movement.

The first volume of *Occupations, The Vocational Guidance Magazine* (1933) had 48 pages and fewer than 2,000 subscribers. In the next three years subscribers increased to 3,000 subscribers and by 1939 there were 6,500 subscribers (Lee, 1939). Part of this success was attributed to increased interest in the field of vocational guidance as well as to the editorial focus on the articles being as completely practical as was possible. On September 30, 1939, the NOC completed its work and discontinued its support for *Occupations*. During its six years, the NOC had received about half a million dollars in support from the Carnegie Corporation. About \$100,000 of this was used by the NOC to publish six volumes of *Occupations* with more than 500 articles totaling about 6,000 pages.

Early in 1938, NVGA had learned that NOC would be closing the following year. NVGA appointed a Committee on Future Policy tasked with finding a way for NVGA to pay the full cost of publishing *Occupations*. At the April 1939 meeting in Cleveland, the Committee presented a plan for making the *Magazine* self-supporting. That plan included seeking a grant from the Carnegie Corporation to maintain publication of *Occupations*, which NVGA did receive. However, NVGA had to reduce pages in each issue from 96 to 80 and issues per year from nine to eight (Lee, 1939). Beginning with Volume 18 (October, 1939), *Occupations, The Vocational Guidance Magazine* was published by NVGA with Kitson as editor. He had been appointed editor in 1937 (Volume 16) when Smith resigned to become Dean of Education at the University of Tennessee. The office machines were moved from the NOC to Teachers College, Columbia University where Kitson worked as a professor. Edward A. Lee, the last director of NOC, also moved to Teachers College, Columbia University to work full-time as a Professor of Education (Lee, 1939). In 1944, the word “Magazine” was changed to “Journal” and the publication became known as *Occupations-The Vocational Guidance Journal*.