The rate at which time goes by seems to have much in common with the rate of increase of the cost of living these days. Whether or not this relationship exists, it is nevertheless true that already a year has flown by and it is time for another annual report, this time to cover the period from 1 October 1969 to 30 September 1970. Without a doubt it has been an extremely active year for the society and as a result a very busy one for the headquarters office staff. An effort will be made to summarize some of the highlights of this period.

Membership — The membership curve for our three societies continues upward. The figures given in Table 1 show the comparison of the various classes of membership for 1969 and 1970. The total gain of 493 members is 6.3% over the final total of last year — which compares discouragingly with the 4.8% gain we achieved during the 1968-69 fiscal year. The CSSA membership gain of 9.9% is probably the most important single item among these figures.

This significant and encouraging growth has again been the result of the continuing efforts of our Membership Committee and we thank our members of this committee and especially the National Membership Chairman, Dr. A. W. Pauli, and to our Membership Registrar, Mrs. Thelma Pankow.

Publications — The growth in our circulation in our three technical journals has been parallel to the growth in membership (see Table 2). The total circulation of 17,784 is 6.0% more than the total of 16,778 for October 1, 1969. Again Crop Science has led the way with 15.6% of the total, while Agronomy Journal went up by 15.6% to 7,152, while SSSA Proceedings increased by 4.8% to reach 5,964. As expected, most of this was membership of the societies — the figures suggesting that the 887 increase in nonmember subscriptions to the 493 new members indicated above. This maintains exactly the same ratio of 1.6 subscriptions per member as is observed in the total membership. The limited increase in the number of nonmember subscriptions, especially for Agronomy Journal, indicates a need to contact the many libraries that do not subscribe to our journals.

The editorial and printing operations for the journals are covered in other reports in this issue and in the January-February issues of SSSA Proceedings and Crop Science. I can summarize these reports by saying that all of these operations are proceeding well. I am glad to say that the quality of the journals remains high, but sorry to say that the costs of printing are going even higher. The consequence necessity to increase subscription prices is covered in another section of this report and has been presented to the entire membership.

Crops and Soils Magazine showed a small decline in subscriptions during the year. This decline is much less than the increase shown the previous year and no doubt represents the fluctuation of reader interest and promotional effectiveness.

Our newest monograph, No. 14, Turfgrass Science, proved to be a very healthy “baby.” The 2,000 copies of the first printing were sold out within a few months and hundreds of additional orders were received before the second printing was ready. We anticipate continued popularity of this title, especially if more and more departments use it as a text book. The sale of previous monographs continues satisfactorily and the production of new monographs is proceeding well. Three monographs may be printed during the next fiscal year or soon after.

Three new titles in the ASA Special Publication series were released during the year with the cooperation of our membership. These titles grew out of symposia held at meetings of the society. Aerospace Science and Agriculture has experienced considerable sales in the few months since it was completed. Graduate Soil Science will be completed soon and we have some demands for it. The society is grateful to the authors who wrote and presented the symposia and who edited them.

Two new serial publications have been approved by the ASA Committee of Directors for initiation in the next fiscal year. One is the journal on agronomic education and one on environmental science. Committees have been appointed to work on these and information about the new journals will be given in Agronomy News and elsewhere. I hope that members will support those two ventures by sending papers for publication and by reading and subscribing to them when they appear. Many details are still to be worked out before the journals are published and among these decisions is the question of how the societies will be the publishers, (2) what the cost of the journals will be, (3) how will they be distributed, and so on.

Finances — The financial condition of the society has experienced any large change during the year. Descriptions are given in Table 1. The relatively new undertaking by ASA and SSSA, Graduate Instruction in Crop Science, has the same policy and the budget for 1970-71 will be found in the Budget and Finance Committee (A211) on page 358.

Fee increases — The increase in fees for subscriptions that were approved by the Board of Directors at the Detroit meetings will go into effect on January 1, 1971. Since that time since 1953 that there has been an increase in all our fees. The necessity for that was explained at the annual meeting in Tucson and in the spring and in the renewal notices that have gone out to subscribers. All costs for society operation have increased steadily and a deficit of approximately $55,000 could logically be projected if we were not in receipt of increased fees. We can anticipate a small increase in subscription fees during the next season. An increase of $3,000 of expenses over income in the coming year would be impossible. Some of our books bring in surprises in that field, and I can cut corners in expenditures. I hope every member will find the increased fees justifiable and will continue to give support to the profession and to the subscriptions to one or more journals.

Investments — The relatively new undertaking by SSSA, namely, investments in common stock, has been successful as had been hoped initially. But this is not the whole story. The present policy is to restrict investment in common stocks to less than 10% of the reserves of the society. The latest investment was in the stock of Crop Science. The sale of our investment of $30,000 will continue to give support to the profession and to the subscriptions to one or more journals.

Table 1. Society membership by classes 1969 and 1970.

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<tr>
<td>Oct. 1</td>
<td>7,865*</td>
<td>616</td>
<td>513</td>
<td>1,994</td>
<td>1,763</td>
<td>345</td>
<td>358</td>
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<tr>
<td>1970</td>
<td>7,367</td>
<td>617</td>
<td>513</td>
<td>1,994</td>
<td>1,763</td>
<td>345</td>
<td>358</td>
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<tr>
<td>1969</td>
<td>6,308</td>
<td>616</td>
<td>513</td>
<td>1,994</td>
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