

Seventy-Five Years of Grace

The Liturgical Press 1926–2001

Mark J. Twomey

A Liturgical Press Book

 The Liturgical Press
Collegeville, Minnesota

www.litpress.org

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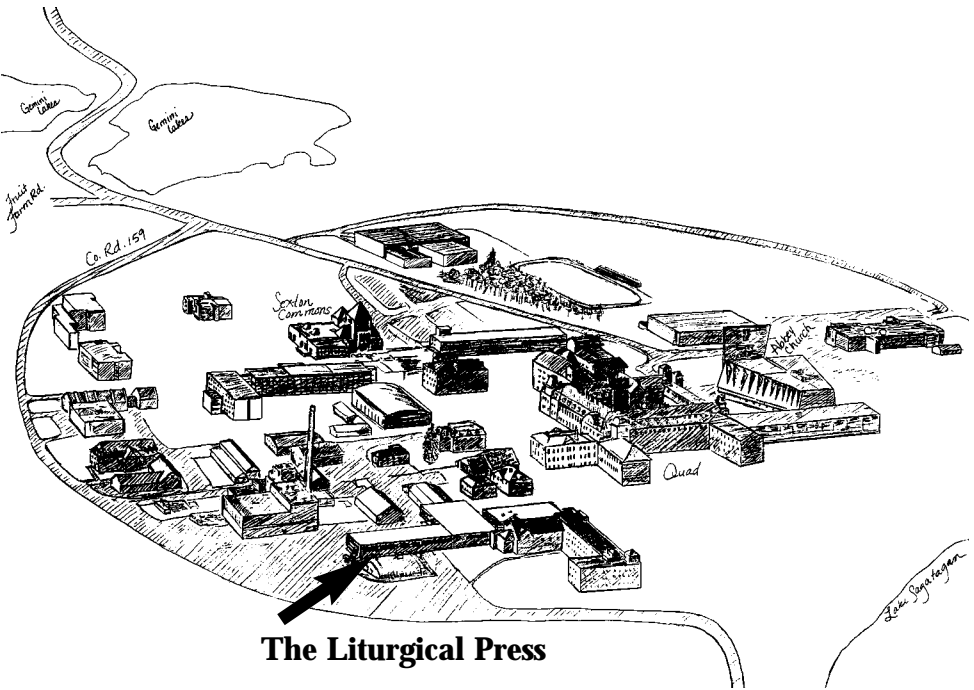
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Contents

Acknowledgments	5
1 Introduction	7
2 Beginnings in 1926 with Fr. Virgil Michel, O.S.B.	9
3 The Years Following Father Virgil's Death in 1938	15
4 The Years 1949 to 1978	19
5 The Years 1978 to 1988	27
6 The Years 1988 to the Present	41
7 On the Horizon and Beyond	57
Appendix	63



Acknowledgments

Much of the data for the early history of The Liturgical Press, covered here in part in the first four chapters, is found in two essays. One was never published, and the other, entitled “Come, let us reminisce . . .,” was published in the *Liturgical Press Golden Anniversary Catalog* (1976). The latter account was written by Ronald Lane, who served as an editor of The Press in the 1960s.

Data was also gleaned from conversations with the people of The Press and from Fr. Daniel Durken’s newsletter, “Direct from the Director’s Desk,” which he wrote while director of The Press from August 1978 through June 1988.

Further information about the history of The Press can be found in the following books:

Barry, Colman, O.S.B. *Worship and Work*. 3rd ed. Collegeville: The Liturgical Press, 1993.

Franklin, R. W., and Robert L. Spaeth. *Virgil Michel: American Catholic*. Collegeville: The Liturgical Press, 1988.

Hall, Jeremy, O.S.B. *The Full Stature of Christ: The Ecclesiology of Virgil Michel, O.S.B.* Collegeville: The Liturgical Press, 1976.

Marx, Paul, O.S.B. *Virgil Michel and the Liturgical Movement*. Collegeville: The Liturgical Press, 1957.

1 Introduction

For thousands of readers across the world, the name “Collegeville” is synonymous with solid and expressive liturgy, the Benedictine monastic life, and publications for both the popular and the academic market produced by The Liturgical Press, a publishing house that celebrated its seventy-fifth anniversary in April 2001.

“The Press,” as it is generally known to its staff and customers, seeks, in the words of its mission statement, “to proclaim the Good News of Jesus Christ through various media and to deepen the faith and knowledge of a richly diverse Church.”

The sixty or so monks and lay people who staff The Press in its seventy-fifth year currently publish five journals, two seasonal Mass guides, a Sunday Bulletin series, and a steady flow of books, compact disks, and CD-ROMs on the liturgy, theology, monastic studies, and Scripture. Its three imprints—Liturgical Press Books, Michael Glazier Books, and Pueblo Books—provide its pastoral readership with liturgical books and parish ministry materials, and its academic readership with textbooks and commentaries on Scripture, theology, and monastic studies, as well as reference works for the seminary and college classroom and the library market.

Today The Press’s *Celebrating the Eucharist* Mass Guide is used in some six hundred parishes from Boston to San Francisco. Its flagship journal *Worship*, in continuous publication since 1926, enriches the ministry of scores of pastoral ministers of all the mainline denominations.

The Collegeville Bible Commentary, which is the contemporary version of *The Old Testament and New Testament Reading Guides* published

in the 1960s, is the mainstay of Catholic biblical study across and beyond the nation. *The New Dictionary of Catholic Spirituality*, *The Modern Catholic Encyclopedia*, *The Collegeville Pastoral Dictionary of Biblical Theology*, and *The Encyclopedia of American Catholic History* are significant, well-received reference works.

Oblates and others interested in the Benedictine way of life are familiar with *RB1980: The Rule of St. Benedict in English and Latin*, a significant translation of and commentary on the Rule. The journals *The Bible Today*, *Sisters Today*, and *New Theology Review* have been read with interest for decades. The Press's editions of the *Sacramentary*, the *Lectionary for Mass*, and other official liturgical books are recognized for their carefully wrought design and serviceability. The Press is also a major source of material for those who pray the Liturgy of the Hours and for collections of Gregorian chant. In publishing approximately seventy new titles each year and in maintaining a quality backlist of nearly a thousand titles and journal publications, The Liturgical Press serves the diverse Church community of the People of God.

2 Beginnings in 1926 with Fr. Virgil Michel, O.S.B.

The Liturgical Press traces its roots to April 1926 and the publication of five thousand copies of a booklet entitled *Offeramus*, which contained the Ordinary of the Mass arranged for congregational participation. That was followed in July with three thousand copies of *The Spirit of the Liturgy* by Abbot Caronti and a month later with two thousand copies of Dom Beauduin's *Liturgy and the Life of the Church*. The publication of these booklets was directed by Fr. Virgil Michel, O.S.B.

(1890–1938), who is revered as a founder of the Liturgical Movement and who had studied in Europe in the early 1920s and was familiar with the deep liturgical life at such abbeys as Mont César, Maredsous, Maria Laach, Beuron, and Solesmes.

Father Virgil recognized that the Liturgical Movement in the United States would not become a part of parish life if it remained merely a theoretical idea described in the pages of *Orate Fratres*, which he was organizing. There were no publishing houses at that time which printed liturgical titles, and thus it seemed reasonable to establish a house at St. John's Abbey that would publish not only a monthly magazine on liturgy but also titles for parish use that would focus on the riches of the Church's liturgical life so that both clergy, religious, and lay people would appreciate the meaning of the sacrifice of the Mass, how the sacraments impart





Fr. Virgil Michel, O.S.B.

grace, how the Psalms and the Liturgy of the Hours enrich prayer life, and how the liturgical year with each season brings its particular graces to the faithful. Father Virgil stressed that the congregation is not an audience; rather it is a community, an assembly that has a priestly role in the liturgy.

Orate Fratres

Thus, with three titles in inventory, Father Virgil in November 1926 published the first issue of *Orate Fratres* with eight hundred subscribers. Named after the prayer of the Mass when the priest turned to the people and said “*Orate, fratres*” (“Pray, brethren”), the journal had 1,680 subscribers by October 1927 (a year’s subscription for the twelve issues of forty-eight pages each was \$2.00), including subscribers in Canada, England, Australia, and New Zealand.

By 1930 *Orate Fratres* had subscribers in twenty-three countries. Seventy-five years later *Orate Fratres* is still being published, now under the name *Worship*.

The famous Catholic artist-critic Eric Gill designed the first covers of the magazine, which depicted the motto “To reestablish all things in Christ.” In the 1930s and 1940s the covers were designed by Fr. Joachim Watrin, O.S.B., a monk of St. John’s. His designs were later reproduced as holy card prints and remained in stock well into the 1990s.

Father Virgil, or “Dom Virgil” as he was frequently called, and the monks of St. John’s were encouraged by the initial success of *Orate Fratres* and their first booklets and thus decided to continue the publishing program, even though the first year resulted in a loss of \$440 on sales of \$5,076. It was not until fiscal year 1930–1931 that The Liturgical Press made a slight profit on sales of \$12,200. Profit was not the concern, however, since the monks realized that to see the Liturgical Movement grow, it was necessary to sell their booklets at prices that would encourage bulk purchases at ten or fifteen cents a booklet.

Three more booklets were published in the next two years: *The Gift of Life* (the rite of baptism) in June 1927, the *Seal of the Spirit* (the rite of confirmation) in October, and the *Funeral Mass and Burial Service* in June 1928. Such titles began the practice of publishing sacramental



liturgical aids, which remain an important part of The Press's program to this day. The chief medium of advertising in those early days was the back cover of *Orate Fratres*, promotions that soon announced the availability of titles of the "Popular Liturgical Library," a series name and promotion in use at The Liturgical Press to the present.

Other early titles that enjoyed wide circulation were *The Art Principle of the Liturgy* by Abbot Ildefons Herwegen of Maria Laach Abbey in Germany and *Why the Mass?* by Father Virgil and Fr. Louis Trauffer, O.S.B.

Sponsa Regis

Father Virgil's attendance to the rapid growth of The Press, along with his teaching duties at St. John's University and Seminary, led to a decline in his health and his assignment in 1930 to the Benedictine Indian missions of northern Minnesota for three years so that he might recuperate. During his absence Fr. Joseph Kreuter, O.S.B., edited *Orate Fratres* and continued also as editor of *Sponsa Regis*, a monthly magazine dedicated to the spirituality of religious orders of women. The first issue was published on September 8, 1929, with a subscription fee of \$1.00 per year. Its subscription list quickly outpaced that of *Orate Fratres*. Father Joseph guided the development of this journal for nearly twenty years.



In September 1965 its name was changed to *Sisters Today*. Succeeding editors were Fr. Paschal Botz, O.S.B., in 1946; Fr. Daniel Durken, O.S.B., in 1958; and Sr. Mary Anthony Wagner, O.S.B., who served as its editor from 1979 through its last issue in November 2000.

From booklets to books

Not wanting at first to compete with other Catholic book publishers, it was not until 1937 that The Press, with the publication of the *Manual for Oblates of St. Benedict* by St. John's Abbot Alcuin Deutsch, O.S.B., published a book. Abbot Alcuin decided that this book should be published by a Benedictine house. Titles devoted to Benedictine life and spirituality, particularly those written for Benedictine Oblates, who are for the most part lay people who pursue

the Benedictine ideals of prayer, work, and liturgical life, were a second focus, after liturgy, of the titles published by The Press.

Another change in focus occurred two years later with the publication of *Introductio in Codicem*, a thousand-page textbook on canon law by Fr. Ulric Beste, O.S.B. This large volume carried the imprint of St. John's Abbey Press, which was used mainly for non-liturgical titles through the years. The book was actually printed for The Press by St. Meinrad's Abbey Press in Indiana.

Benedictine staff support

Among the collaborators of Father Virgil besides confreres at St. John's such as Fr. Basil Stegmann, O.S.B., and Fr. Cuthbert Goeb, O.S.B., were individuals who became known as leaders of the new liturgical apostolate, such as Msgr. William Busch of the St. Paul Seminary, Msgr. Martin Hellriegel of St. Louis and the Pio Decimo Press, Fr. Bede Scholz, O.S.B., of Conception Abbey, and Mr. Donald Attwater, a Catholic layman from Wales and a respected author and translator of liturgical and historical volumes. Another layman, who was to become Father Virgil's right-hand man, was Henry Kapsner, who worked at The Press into the 1950s.

During its formative years The Press was under the general supervision of Father Virgil, who for much of that time also was the dean of St. John's University. But the actual management of the business was the charge of a succession of monks, among whom were Fr. Dunstan Tucker, O.S.B., and Fr. Roger Schoenbechler, O.S.B. Late in 1931 or early in 1932 Fr. Rembert Bularzik, O.S.B., who had been a printer before entering the monastery, was assigned as the manager of The Press. Fr. Gregory Roettger, O.S.B., who also continued as the dean of the seminary and professor of moral theology, succeeded Father Rembert in December 1940. In September 1943 Father Rembert returned to his old post and was again succeeded by Father Gregory in December 1947. Also for a period of time in the 1940s, Br. Elmer Cichy, O.S.B., managed The Press. During this time, particularly under the leadership of Father Rembert, who also served as prior of the monastery during most of his tenure at The Press, sound business practices were established for this growing liturgical apostolate of St. John's Abbey.

In 1933 Father Virgil returned to Collegetown to his work at The Press and to the editorship of *Orate Fratres*. Among the projects that he initiated during the next three years was a series of religion

texts for grade, high school, and college use, which he authored with the Dominican Sisters of Marywood, Michigan, and which were published in part by the Macmillan Company. The series contained the combined fruit of their liturgical thinking and attempted to inform the religious knowledge of the student through the practical and living experience of contact with religious truths in the Mass and the whole of the Christian life.

In 1936 another significant publication of The Press appeared, the *Parish Kyriale*, which contained music for popular participation in the more common chant Masses. This booklet was widely used by convents, religious houses, and parishes that offered a program of congregational singing. In 1937 two other bestselling pamphlets were published: *O Saving Victim*, a booklet for the Holy Hour devotion, and the *Way of the Cross*, which still sixty-four years later sells thousands of copies each Lent.

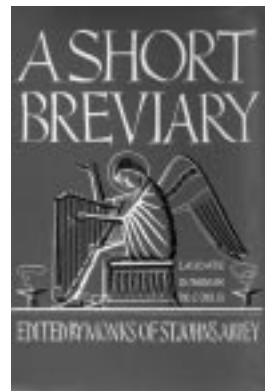
3 The Years Following Fr. Virgil's Death in 1938

Father Virgil, age forty-eight, who had scarcely paused in the last five years from his schedule of teaching, writing, lecturing, translating, and editing, died in the St. John's Infirmary after a brief bout with pneumonia and infection in November 1938. One of his significant goals remained unfulfilled, namely, the publication for lay people and sisters of an English breviary that would be considerably shorter than the full Roman breviary in Latin required for priests.

A Short Breviary

Mindful of this goal, however, Father Virgil's successors at The Press in November 1941 published *A Short Breviary for Religious and Laity*, which came to be prayed in three editions by thousands across the English-speaking world. A completely revised fourth edition entitled the *Book of Prayer* was published in 1975.

Somewhat misnamed, the complete edition of *A Short Breviary* numbered about sixteen hundred pages, offering a treasure of scriptural and liturgical riches for lay persons and religious alike. Tens of thousands of lay persons purchased *A Short Breviary* through the years, and some two hundred religious communities adopted it as their official form of community prayer.



Approximately four hundred thousand copies were sold since its first edition in 1940.

The *Book of Prayer* had a short life in its marketplace, for it was ordered off the market by the United States Conference of Bishops in 1976, since it was not an officially approved edition of the Liturgy of the Hours. Historically, the first three editions of this Office were not official breviaries, so this decision was not understood or welcomed. At that time a new and official edition of the Roman breviary had been published by Catholic Book Publishing in New York City. The Press was permitted to sell the remaining stock of the first printing of twenty-five thousand copies in Canada and elsewhere outside the United States, and thus the inventory was quickly depleted

Fr. Godfrey Diekmann, O.S.B., editor of *Orate Fratres*

Fr. Godfrey Diekmann, O.S.B., assumed the editorship of *Orate Fratres* after Father Virgil's death in 1938 and continues to this day as editor emeritus. The scope and influence of *Orate Fratres* grew dramatically in the next thirty years through his skilled and patient direction and became the principal journal of the liturgical movement, a publication which both reflected and directed the developing liturgical life of American Catholicism and which paved the way for a vital new organization, the National Liturgical Conference, which was founded in 1940.

As *Orate Fratres* approached its silver jubilee, Father Godfrey, in the October 1950 issue, asked its four thousand subscribers to suggest a new title for the periodical and to increase its circulation to five thousand. The subscribers accepted this challenge, and in November 1951 the circulation numbered 5,400. By June 1954 it reached 8,884. The December 1951 issue displayed the new title of the magazine: *Worship*.

Father Godfrey arranged for the noted liturgical artist Frank Kacmarcik to design the covers of *Orate Fratres* beginning with the December 1950 issue. Kacmarcik, now a claustral Oblate of St. Benedict, has designed all the covers since that time—for over fifty years. The Press's logo and stationery, as well as dozens of lectionaries and other liturgical books published by The Press, also bear his designs.

Father Godfrey edited *Worship* until 1963, when Fr. Michael Marx, O.S.B., took charge as managing editor, with Father Godfrey assuming the position of editor emeritus. Father Michael edited the

journal until August 1986, when he was succeeded by Fr. R. Kevin Seasoltz, O.S.B., the current editor.

Moving to the barracks

During the thirties and forties, as the Liturgical Movement became more widely known and appreciated, an expanding volume of business began to make The Liturgical Press a major enterprise of the St. John's Abbey apostolate. The gross income of \$35,000 in 1942–1943 increased to \$67,000 in 1946–1947.

The first space other than Father Virgil's office dedicated to the apostolate of The Press was a room opposite the wine cellar in the basement of the main quadrangle at St. John's. Fr. Stephen Taylor, O.S.B., was the manager. He was assisted by student help recruited by Father Virgil. The first full-time layperson hired was an Englishman named Aubrey Taggart.

As the business increased, the need for more space dedicated to The Press continued. The original space in the quadrangle was abandoned in favor of space in the basement of the auditorium building on the campus. Then in 1951 both the abbey print shop, where some of The Press's printing was done through the years, and The Press moved into two reconditioned army barracks that were reconstructed on a concrete slab on the western edge of the Collegeville campus, a space that, while not elegant, was serviceable.

Anticipating Vatican II

Seemingly anticipating Vatican II and the return to the vernacular in the liturgy, as early as 1950 The Press moved toward giving English titles to publications (as had been done to *Orate Fratres* and *Sponsa Regis*). In 1950 Fr. Ronald Roloff, O.S.B., who served as the first full-time manager of The Press for fourteen months, renamed the 1927 title *Offeramus* as *Our Mass*, a title that eventually sold over two and a half million copies under both names. It was also printed for the first time in two inks, with red for the rubrics and black for the text, as had been done with other reprintings in an effort for The Press to enhance the quality of its product.



Fr. William Heidt, O.S.B.

4 The Years 1949 to 1978

Fr. William Heidt, O.S.B., appointed director

Fr. William G. Heidt, O.S.B., who had earned a licentiate in Oriental languages and a doctorate in sacred Scripture from The Catholic University of America and who was a popular and talented professor of Scripture, was appointed director of The Press in the summer of 1949 for one year and then again in September 1951. He held this position for twenty-eight years, until June 1978. It was a time of tremendous growth for this publishing apostolate, particularly during the years immediately following Vatican II. For most of his tenure as director, Father William was assisted by John N. Dwyer, business manager from 1951 to 1986.

The lead book editor under this directorship was John Schneider, Jr., who joined The Press as a copy editor in 1955 and continued in that capacity full-time until 1995. John is an “editor’s editor” who by example taught the fine points of this profession to a generation of colleagues. Now retired, he continues as a freelance editor for The Press.

The principal translator during this period was Leonard Doyle, who translated numerous works from Latin, Italian, German, Spanish, and French, among them an edition of the Holy Rule, entitled *St. Benedict’s Rule for Monasteries* (1948), which is still in print today and has sold about seventy-five thousand copies.

From 1961 to the present, Edward Vessel has been the principal “voice of The Press” for sales by phone, a familiar and friendly

voice to customers across the country, particularly those with bookstore accounts. He has also worked as an editor, proofreader, and manager of exhibits and conventions.

During Father William's tenure as director, the translation of Fr. Pius Parsch's *Das Jahr des Heiles*, two thousand pages in five volumes, appeared under the title *The Church's Year of Grace*. This was a publishing milestone and a bestseller for a generation of readers, combining a wealth of historical, doctrinal, and meditative material on all aspects of the Church year as contained in the missal, breviary, ritual, and martyrology. Sales of this series alone reached a high of eighty thousand copies. Even today an occasional customer will inquire, "Are there any copies of Parsch available?"

Also of major significance, not only because of lasting sales but also as a liturgical landmark, was the publication in 1958 of the first edition of *Our Parish Prays and Sings (OPPAS)*, edited by Fr. Irvin Udulutsch, O.F.M. Cap., under the guiding hand of Father William. This was one of the earliest hymnals that allowed the assembly to join in congregational song in the English vernacular. Throughout the country, in hundreds of parishes, the green paperback and blue clothbound book became the Mass hymnal of choice. At thirty-five cents for a paperback copy in a bulk purchase, its initial success led to sales between 1958 and 1965 of 4,742,488 paperback copies, as well as 607,770 copies of the clothbound edition.

In 1959, though *OPPAS* was still on the market, a hymnal entitled the *Book of Sacred Song* was published and underwent several printings. Then, in the 1980s a major update of the hymnal was undertaken under the direction of Fr. Edward J. McKenna in an effort to provide updated service music for the The Press's *Celebrating the Eucharist* Mass Guide and its ritual titles. Published in 1990, the new hymnal, known as *The Collegeville Hymnal*, is in print today and has been favorably reviewed for its extensive and varied collection of Catholic service music.

The Heinisch trilogy

As a Scripture scholar and as a priest with a keen pastoral sense, Father William, knowing that the liturgy has its roots in Sacred Scripture and taking seriously the bidding of Pope Pius XII that the People of God study the Word of God, provided the impetus for the publication of many important titles and series based on the Bible. Among the first of these was his translation of a trilogy by the Ger-

man scholar Paul Heinisch: *The History of the Old Testament, The Theology of the Old Testament, and Christ in Prophecy*, a survey of Old Testament theology, a scholarly history of the Old Testament, and an outline of messianic prophecies and their meaning.

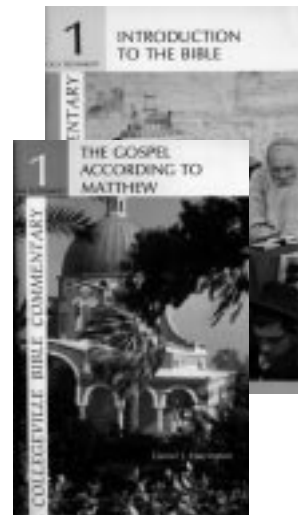
The Old and New Testament Reading Guides (OTRG and NTRG)

Foremost among The Press's biblical endeavors was the publication, beginning in 1960, of a series of forty-six booklets entitled *The Old Testament and New Testament Reading Guides*, which contained the Bible text and a commentary written by a Scripture scholar on each of the biblical books. These *Guides* came to be regarded as one of the most outstanding teaching and generally informative tools to be prepared in modern times on the Bible. Praised by specialist and interested non-expert alike, the *OTRG* and the *NTRG* were used by seminary and college classes, by Bible discussion groups, and by individuals seeking understanding of the Bible, its personalities and prophecies, its literary forms, and the relevance of God's revelation in Christ and the Church.



The Collegeville Bible Commentary (CBC)

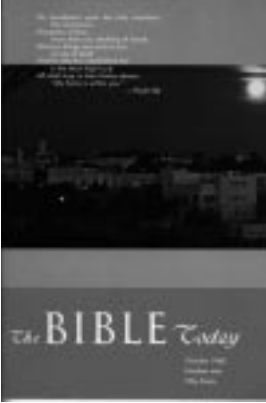
The constant sales of this best-selling series attest to the success of its concept and format. As advances in scriptural scholarship called for a revised edition of the *Old Testament and New Testament Reading Guides*, authors were commissioned to write anew, and in 1983 The Press published eleven booklets of the New Testament series of *The Collegeville Bible Commentary*. In 1986 the last of the twenty-five booklets of the Old Testament series was published. Then in 1989 came a one-volume, case-bound edition and a two-volume paperback edition of the same series, and finally in



1997 a condensed edition of the commentary called *The Collegeville Bible Handbook*. Scheduled for publication beginning in 2004 is a revision of this series, which will be called *The New Collegeville Bible Commentary*.

The Bible Today

In tandem with the *Reading Guides* and in a further effort to foster biblical study, Father William, following the initiatives of biblical scholars Fr. Eugene Maly, Fr. Barnabas Ahern, C.P., and Mother Kathryn Sullivan, R.S.C.J., launched the journal *The Bible Today*, which in its thirty-nine years of continuous publication since 1962 has been edited for a popular readership by Father Maly, Fr. Carroll Stuhlmüller, C.P., Fr. Donald Senior, C.P., Sr. Dianne Bergant, C.S.A., and Fr. Leslie Hoppe, O.F.M. Br. Robin Pierzina, O.S.B., has served as its managing editor since 1979. Its superb essays, columns, and book reviews have over the years commented on each book of the Bible and on the heritage of the biblical people and lands.



Bible and Liturgy Sunday Bulletins

Another significant undertaking in biblical publishing for the parish market was The Press's introduction in 1959 of the *Bible and Liturgy Sunday Bulletins*. The upbeat message for each Sunday of the Liturgical Year, with a tie-in to the Scripture readings of the Sunday and illustrated with art or photos, ultimately reached thousands of homes. Its competitive pricing and liturgical message have made it a familiar aid in hundreds of parishes. It reached its high point in August 1979, when it surpassed five hundred thousand copies per week.

Among the bestsellers

One book title of this period, *Of Sacraments and Sacrifice*, by the British Jesuit Fr. Clifford Howell, was the best-selling popular title of the 1950s. It had several printings and sold 680,000 copies. Another similarly significant work was the three-volume edition of *The Divine Office* in English and Latin, which sold some sixty thousand copies before it was supplanted by the revised Office in 1972. Also noteworthy was the publication in 1976 of *Christian Prayer: The Liturgy of*

the Hours, Morning Prayer, Evening Prayer, Night Prayer, which sold seventy-six thousand copies.

Celebrating the Eucharist

The liturgical renewal in the Church following Vatican II led The Press in 1967 to publish the initial volume of *Celebrating the Eucharist*. This seasonal Mass guide provides the assembly with the Ordinary of the Mass, the full Propers for Sundays and feasts, and a generous selection of hymns, which had previously been available only in case-bound missals that were expensive and not reader friendly. Business manager John Dwyer was the impetus behind this publication, which has remained the most important single title of The Press's program, with its circulation at its heyday approaching one million copies.

For some twenty-five years *Celebrating the Eucharist* was compiled and edited by LeMay Bechtold, who saw it grow to become a significant liturgical aid for worship. She also edited the *Loose-Leaf Lectionary* as well as a number of rituals and liturgical books. Knowledgeable about the needs of lay people serving in new ministries, she compiled and edited the *A Ritual for Laypersons* (1993). Among other titles she prepared were *Prayers Before and After Communion* (1981) and *Praying with Christ: A Holy Hour* (1981).

Following a market study that indicated the popularity of seasonal missals in celebrating the liturgy, despite the criticism of some that such a disposable product does not encourage effective liturgy, *Celebrating the Eucharist* underwent a complete revision in 1999 to help sustain its significant presence in the liturgical market.

John N. Dwyer, business manager

The day-to-day operation of The Press from 1952 forward Father William left to John Dwyer. Though officially entitled "business manager," he worked far beyond that capacity. A man of imposing physical stature, keen mind and wit, he was a solid idea person who recognized the needs of the local Church and how to meet them. For a generation John was the first person at The Press whom customers might happen to know by name, since he traveled widely to conventions of educators, liturgists, and clergy, where he met



people easily and discussed their needs for liturgical aids and other products. He was a sharp businessman whose hunches as to the opportune time to introduce a product were often right on target. He was the liaison between The Press and the Bishops' Committee on the Liturgy concerning the publishing of the official liturgical books.

John worked closely with the proprietors of the National Church Goods Association, a network of stores that carried our products and often advertised a selection of titles in their catalogs. He worked diligently to fine-tune the relationships The Press had with bookstores because often customers, particularly the clergy, knew the Collegeville list only by seeing it in stores. To serve that market, he hired trade representatives to visit stores at regular intervals and promote the new titles and the backlist of The Press. The longest serving of such representatives was Harry Costello, who twice a year until the mid-nineties crisscrossed the country calling on accounts for The Press, as well as his for own business, Costello Publishing of Northport, New York.

John also wrote contracts with authors, sought bids from printers, wrote promotion copy, met with vendors, designed projects, and prepared annual reports about The Press. Always upbeat about religious publishing, he welcomed the challenges of the time in religious publishing.

Where are the presses?

Visitors to The Press often ask, "Where are the presses?" not realizing that from the beginning most of the printing has been done elsewhere. For the on-campus print shop, operated by St. John's Abbey from 1889 to 1986, the principal purpose was to meet the printing needs and schedules of the other members of the Collegeville community—the abbey, St. John's University, and St. John's Preparatory—and when feasible to print titles for The Press, which it did for some sixty years, particularly when our needs called for short runs. But as the publishing program of The Press grew, it was no longer possible to store in Collegeville the amount of paper stock needed for its publications or to meet the particular printing requirements of given projects.

Further, in concentrating on publishing rather than on the separate business of printing, The Press has routinely turned to various vendors to publish its product. From its first issue until the early 1950s, *Orate Fratres* was printed by the Wanderer Publishing Company in St. Paul, Minnesota, and since September 1952 by North Central

Publishing Company in that city, and then by Viking Press in Eden Prairie, Minnesota.

Another mainstay of The Press's printing has been Sentinel Printing in Sauk Rapids, Minnesota, where *The Bible Today* and *Sisters Today*, as well as dozens of books, have been printed. On a regular basis The Press also contracts with a number of nationally known printers and binders such as Versa Press in Peoria, Illinois, and Edwards Brothers in Ann Arbor, Michigan. Occasionally The Press has books printed abroad, particularly when full color is required, as it was in 2000 with *The Rainbow Spirit*, which was printed in Hong Kong.

Publishing key liturgical titles

Father William ably oversaw the tremendous output of new liturgical titles called for as English replaced Latin as the language of the liturgy and as the reforms of Vatican II led to revised liturgical texts. With the advent of *The Masses of Holy Week and the Easter Vigil* in 1956, the shipping staff worked around the clock during Lent to fill orders for this new liturgical aid needed by worshipers who filled Catholic churches for the Holy Week liturgies.

Similarly, The Press published carefully wrought editions of the 1970 edition of the *Lectioary for Mass* and the *Sacramentary*, the latter in three editions (one with a goat-skin cover). Also, The Press from its early days had published booklets for the faithful to use at baptism, confirmation, anointing, marriage, and funerals. As these rites underwent official revisions, The Press continued its commitment to help the faithful actively participate in the sacred rites with low-priced booklets. Contracts to publish these official liturgical titles were readily given to The Press by the Secretariat of the Liturgy of the United States Catholic Conference, the publishing arm of the American bishops and the Vatican, since The Press had earned a reputation through the years for publishing carefully designed and quality editions of the ritual titles of the Church.



Toward the computer age

Father William directed The Press up to and into the first years of the computer age. During his administration he saw his order-

processing employees say goodbye to typing orders on clanky Underwoods (making at least two carbons of each order) in favor of a keypunch operation to process orders and an Addressograph machine to stamp out labels for subscriptions, and then to abandon those two systems to become beholden to a single computer that was operated for the greater St. John's community in a building adjacent to The Press. He saw his editors turn from manual typewriters to Selectrics and then in the late 1990s to their thinking about tossing out their red pens and editing on screen using WordStar.

Even in the shipping department, where each order was still filled and wrapped by hand, modern gadgetry eased the affixing of postage and the dispatch of packages by various carriers.

Father William saw that more space was needed for the expanding business of The Press and its staff. Two additions were built, in 1957 and 1964, on space previously occupied by the abbey's greenhouse, resulting in a new two-story office building and expanded shipping and warehouse space adjoining the existing barracks.

Father William left the directorship of The Press in June 1978, not to retire but to become professor of Sacred Scripture at the Holy Apostles Seminary, Cromwell, Connecticut, a position he held until 1996, when he retired to St. John's Abbey, where he died on March 28, 2000.

5 The Years 1978 to 1988

In June 1978 Fr. Daniel Durken, O.S.B., was named director of The Press by Abbot John Eidenschink, O.S.B., while continuing as an associate professor of Scripture at St. John's University. He was no stranger to The Press, either to its staff or to its customers, for he had been serving as the editor of *Sisters Today*, a position that provided an outlet for his witty and alliterative prose in a column entitled "The Bulletin Board."

The mission statement

One of Father Daniel's first moves was to join his staff in reflecting on The Press's publication history in its first half century, noting particularly the reasons for its foundation, and then writing its mission statement. The statement, dated June 20, 1978, in part, reads:

As the second half-century of its service to Christ and his Church begins, The Liturgical Press rededicates and renews its efforts in the liturgical, biblical, sacramental, and family life apostolates which it has pioneered and notably promoted since 1926. Such effort will enable The Liturgical Press to address itself to such concerns as:

1. the continual renewal of that faith which the Church seeks to deepen, nourish, and make ever more mature through such movements of the Spirit as ecumenism and the charismatic renewal, seeking to instruct and reconcile divergent communities through the Word, liturgy, sacraments, and the prayer life of the Church.



Fr. Daniel Durken, O.S.B

2. contemporary moral and social issues, not so much by providing easy answers to the hard questions that vex and perplex the modern community, but by clarifying the values by which discerning and sensitive persons must continue to find the way of truth and life.
3. the continuous reverence for, defense and communication of the truths and faith of our Christian heritage without neglecting to be the servant of a dynamic, growing, and changing Church that encourages responsible exegetical and theological investigations guided by the objective standards of truth revealed by God and taught by his Church.

Within the limits of time, talent, and temporalities, it is the firm intent of The Liturgical Press that through these endeavors it will continue to nourish, support, and inspire the pilgrim People of God in their quest for the full and freeing message of God's love—the Good News of Jesus Christ, who comes that we may have life and have it abundantly (Jn. 10:10).

The IBM 36 and in-house typesetting

Within the next year or so Father Daniel had further extensive discussion with his staff on long-range planning that would result in The Press moving in a measured pace to adjust its business practices to the computer age. Thus in October 1983 an IBM System 36 computer with 256K memory, software, and three terminals were installed, and by February 1984 this first phase of updating the order-processing and record-keeping procedures was operational. Then in December 1987 its capacity was increased to a two-hundred megabyte disk.

Similarly, now that cold-type and photographic typesetting were rapidly replacing the hot metal monotype and linotype operations, The Press, which through the years had purchased its typesetting from outside vendors, purchased a one-station Compugraphic Editwriter, which typeset and output to film at a plodding pace compared to the speed of today's machines. Colleen Stiller, secretary to Father Daniel, became the first typesetter at The Press, and in April 1991 she was appointed production manager, a position she holds today.

Having that capability necessitated establishing The Press's first production department in 1989; now typeset copy, after being proof-read, would be keylined page by page on light tables as the books and journals were made camera-ready for printing. Thus most of the make-ready work of printing a title was handled in-house by editors, production people, and artists. Gone were the days of "making mail" to

return proofs to printers for correction. Printers now served The Press solely in manufacturing the final product through printing and binding.

Renovating the upstairs office and the barracks

Still more consultation and planning by the director and the staff resulted in the modernization of the main office space by January 1984. Work stations were separated by dividers and outfitted with computer terminals. The barracks area on the lower level of The Press was gutted in February 1980. Its roof was replaced, and office space for editors, production people, and the audio-visual department was built, and a conference room and a secure space for the archives of The Press were provided. The staff returned to the refurbished barracks in April, which was then officially named, following a contest, the “Virgil Michel Annex.”

In June 1983 the slow but sure Editwriter was replaced by a Compugraphic Modular Composition System, which included in part two keyboards, two controllers, a printer, and two disk drives. That October a second keyliner and backup typesetter was hired, and by February 1985 a second full-time typesetter joined the production staff. By 1990 this department had added to the MCS system two Power View units that permitted outputting copy directly to pages rather than to galleys.

Toward a meaningful design

The use of art is key to promulgating a publishing firm’s mission and advertising its product. In the early years of The Press the cover art and design of its books reflected the European origin of the liturgical movement that Fr. Virgil Michel emulated. For example, the artist-monk Br. Clement Frischauf, O.S.B., a monk of Seckau Abbey skilled in the Beuronese style of religious art popular in northern Germany, illustrated the first covers of *Sponsa Regis* in the late 1920s. Even today The Press periodically reprints on a book cover or a Sunday bulletin Brother Clement’s best known work at St. John’s, the painting of Christ the Pantocrator in the apse of the former abbey church, now the Great Hall.

Art and design leadership

A number of St. John’s monk-artists have designed for The Press, including Fr. Joachim Watrin, O.S.B., whose work was collected in the popular Abbey Print series. Br. Placid Stuckenschneider,

O.S.B., has the longest tenure as an artist for The Press. As a soldier in the Pacific theater in World War II, he was an artist on the staff of *Stars and Stripes*, and following the war and art school, he joined the monastery. From 1955 to the early 1980s he was the principal artist for The Press, though his work has continued to the present. Also widely used in the Press's publications was the artwork of Clemens Schmidt of Wiesbaden, Germany.

When The Press decided to publish its liturgical art as clip art, both in book form and later on disk and CD-ROM, it first published a volume of Schmidt's work (*Clip Art for the Liturgical Year*) in 1988 and then two collections of Brother Placid's art (*More Clip Art for the Liturgical Year* in 1990 and *Even More Clip Art for the Liturgical Year* in 1992).



In the early 1980s The Press, following the latest marketing trends in book publishing, decided to use a more varied style of liturgical art and therefore employed a number of artists, principally on a freelance basis. Significant in this regard was the cover of *RB 1980: The Rule of St. Benedict*, designed by Don Bruno of St. Joseph, Minnesota, who also designed the cover for *Documents on the Liturgy: 1963-1979* (1983). In December 1985, as the design needs of The Press increased, Don was appointed art director, a position he held until 1990.

From the 1980s forward, as the art production of The Press moved from artists designing on easels to designing on computer screen, its artists turned to PhotoShop and other software programs, and then outputting to paper, and eventually by the late 1990s, to disk. Ann Blattner, a staff artist since 1990, succeeded Don Bruno as head of this department, and as the editorial art manager now directs a number of artists in this endeavor. Br. David Manahan, O.S.B., who had joined the in-house art staff in 1990, designs bulletins, dust jackets, and book covers, particularly for the Michael Glazier imprint titles.

Until the early 1990s the typesetting and graphics associated with preparing the catalogs and promotion materials for The Press had been accomplished by the production department working in conjunction with the marketing and art personnel. With the advent of computer-generated design and desktop publishing, the marketing department now prepared from scratch every aspect of the

pre-print work for all promotions on the computer screens in their suite of offices across the hall from the production department. Monica Bokinskie and Lisa Walz, well versed in computer design, each year, interfacing with the copy writers, have designed dozens of brochures and promotions ranging from single cards to full catalogs.

RB 1980

To celebrate the sesquimillennium of St. Benedict's birth, a team of American scholars prepared a new translation of his Rule for monks with detailed notes and essays on monastic topics, which was published as *RB 1980: The Rule of St. Benedict in Latin and English with Notes* in March 1981, just in time to conclude the celebration. Edited by Fr. Timothy Fry, O.S.B., of St. Benedict's Abbey, Atchison, Kansas, this 664-page text remains in print today as a significant scholarly publication of The Press. An abridged edition of 208 pages was published that September and an English-only edition of 96 pages in March 1982.



Also published during this anniversary year was the first edition of the *Benedictine Book of Song*.

Its sixty-three selections were also published as a cassette and LP album in April 1981, and a second edition, *Benedictine Book of Song II*, followed in 1992.

A new management scenario

With the major space and equipment needs of The Press addressed and updated by early 1982, that summer Father Daniel commissioned the firm of McMahon, Hartmann, Amundson & Company of St. Cloud, Minnesota, to study The Press in order to determine where its organization, management, and systems and procedures worked smoothly and where changes were desirable if The Press was to remain productive and competitive as a major liturgical publisher. That fall this CPA firm presented its report and, most importantly, recommended that a new management structure be put in place at The Press, dividing its personnel into departments headed by three managers—financial, marketing, and editorial. Thus, after further discussion, by September 1983 the three new managers were hired (Mark Twomey as managing editor, Luther

Dale as marketing manager, and Bradley Vogt as financial manager), all reporting to the director.

That structure has proved to be an effective means for the fifty-five full-time employees of The Press to function competently as departments, to interact one with the other, and to produce first-rate products for its customers. This tripartite organization is in place today, though the personnel has changed in part. In January 1989 Peter Dwyer was hired as marketing manager, and in April 1997 Jerry Furst became financial manager. In 1999 the three titles were changed to editorial director, marketing and sales director, and financial and operations director. Since February 1989 Joan Ricker has served as secretary to the director and managers.

Governance

Since The Press is one of four units of The Order of St. Benedict, Inc., its governance calls for the director to report to the senior council and the abbot of St. John's Abbey. At The Press itself the staff report to the managers, who report to the director. Each May the director presents a "state of The Press" report on the work of the past year, first to the senior council and then to the monastic community at a chapter meeting, where the budget for the next fiscal year is presented one Tuesday and a vote is taken on it the next Tuesday.

In 1978 Father Daniel organized an advisory board of ten members to meet periodically in order to hear reports and to offer advice. Carol Marrin, then director of the St. John's University Bookstore, was the chair. The board was formally dissolved in 1981, with the intent that each member keep in contact with The Press and offer advice on an individual basis.

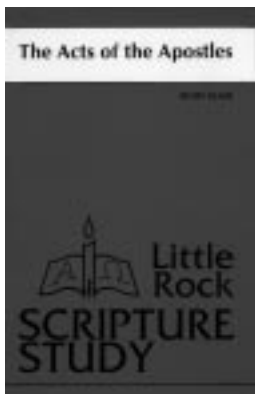
The Collegeville Bible Commentary (CBC)

Like Father William, his predecessor as director, Father Daniel kept foremost in mind the intent of The Press to publish significant titles on Scripture for the popular market. Thus his first major publishing decision was to publish a new edition of *The Old and New Testament Reading Guides*, which had firmly established The Press as a publisher of first-rate titles for initial Bible study, particularly for adult education. Within the next three years, then, biblical scholars were assigned to write commentaries on each book of the Bible, following the text of the New American Bible. Sr. Dianne Bergant, C.S.A., professor of Old Testament at Catholic Theological Union

in Chicago, served as editor of the Old Testament series, and Fr. Robert Karris, O.F.M., professor of New Testament at the same institution, headed the New Testament series. The end result was thirty-six booklets, published in four installments beginning in 1983 and known as *The Collegetown Bible Commentary (CBC)* (see pp. 21–22).

Little Rock Scripture Study

The need for and the success of the *CBC*, as well as of the *OTRG* and the *NTRG*, are attested by their overall favorable reception and by their adoption as Bible study texts by the Little Rock Scripture Study Program, the first and still dominant Bible study program for Catholics in the nation. Begun in 1975 by lay people and clergy of the Diocese of Little Rock, the participants took part in communal prayer, faith-sharing, and the reading and discussion of selected books of the Bible following the *NTRG* and *OTRG*, and then the *CBC*. The program was complemented by study guides, leadership material, videos, and audio-cassettes produced in Little Rock.



As the program expanded beyond the diocese and offered new options for Bible study, the need arose for enhanced marketing of the program as well as for more support materials. Fr. Richard S. Oswald, director of the program, suggested that the program and The Press form a partnership, with the Little Rock office concentrating on developing new offerings in Bible study and The Press being responsible for the production and printing of them, as well as for promoting the program through its marketing channels. Thus in the summer of 1985 a contract establishing this partnership was signed.

With this combined effort, the Little Rock Scripture Study has become a significant product of The Press. At the program's twenty-fifth anniversary, participants across the country and beyond, particularly in Australia, were involved in some fifty studies of Scripture. The major focus has been on reaching adults in parish-sponsored programs, although related studies have been developed for young adults and children, and studies in Spanish have been published on the Gospels, the Acts of the Apostles, Exodus, and Paul's Captivity Letters.

Besides the *CBC* and the Little Rock Scripture Study, in the 1980s The Press published a series of leaflets on biblical subjects that sold

widely in packets of one hundred copies so that pastors might provide low-cost, basic information on Scripture to their congregations. Such titles as *Selecting a Bible Translation*, *How to Interpret the Bible*, *How and Why Catholic and Protestant Bibles Differ*, *How the Bible Came to Be*, and *Fundamentalism: A Pastoral Concern* collectively sold millions of copies.

Stewardship and sacrificial giving

Another leaflet series, on stewardship and sacrificial giving, has had wide readership, helping pastors preach on the biblical practice of tithing. Each year hundreds of packets of *Sacrificial Giving* and *Where Your Treasure Is . . .* by Fr. Joseph Champlin are distributed in parishes. *El dar con sacrificio* (1985) was the first title in Spanish published by The Press.

Audio-visual titles

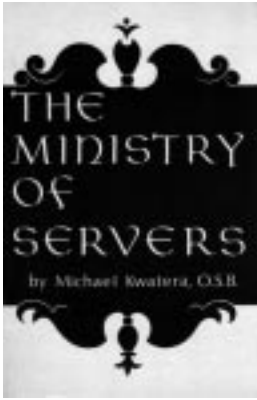
Another means The Press used to proclaim the Good News to the People of God was an audio-cassette series on the Bible, which included such programs as *John's Good News Journal*, *Mark's Message*, and *Marching Through Exodus*, which were authored by Father Daniel.

Also produced in the mid-eighties were cassettes of lectures on spirituality, liturgy, and Gregorian chant, along with meditative slide shows and video cassettes. The audio-visual department (A-V) in place at The Press was managed first by Fr. Peregrin Berres, O.S.B., and then by Fred Petters.

The A-V sales, however, did not reach expected levels, and by the mid-1990s the managers decided to discontinue audio-visual production except for Gregorian chant and liturgical training videos, such as *Training for Hospitality*, *Training the Eucharistic Minister*, and *Training the Mass Server*. Collections of chant by the monks of St. John's, such as *Gregorian Chant Masses* and *Polyphonic Motets and Gregorian Chants*, initially published in the 1960s on 33-rpm LP albums and later as cassettes and compact disks, along with chant sung in the 1990s by the Schola Cantorum of St. Peter's Church in Chicago, retain a positive niche market for The Press.

The Ministry Series

With the expansion of lay ministry following Vatican II, The Press has published extensively for that readership. In the 1980s the first booklets of the popular "Ministry Series," *The Ministry of Ushers* and



The Ministry of Servers, were followed in due time by other how-to booklets for such ministries as *The Ministry to the Imprisoned* and *The Ministry to the Single Person*, twenty-two titles in all, four of which were also published in Spanish. This series and other titles on ministry have sold convincingly season upon season and give evidence of The Press itself serving admirably in the ministry of publishing.

Mining the Frankfurt Book Fair

Through the years The Press has translated and published important books from other languages, particularly German, French, and Italian, including such titles as *The Church's Year of Grace* by Pius Parsch, *Theological Dimensions of the Liturgy* by Cyprian Vagaggini, O.S.B., and *Springtime of the Liturgy* by Lucien Deiss, C.S.Sp. From the outset in the 1920s Father Virgil himself translated a number of short titles that became a significant part of The Press's early list.

In line with this tradition, Father Daniel sent Mark Twomey and Luther Dale to the 1986 Frankfurt Book Fair, where companies buy and sell rights to books. There the two managers learned that The Press was well known by a number of companies, particularly in Germany, Italy, France, and Belgium, because of its past translations. They learned also that St. John's Abbey and The Press were widely recognized in these countries for their leadership in the Liturgical Movement in the United States.

The success of that initial trip to Germany has prompted representatives of The Press to attend the *Buchmesse* each year since. At least a half dozen titles have resulted each year from contracts initiated at the fair. Among them are the seven-volume *Days of the Lord* series, the twelve-volume *Butler's Lives of the Saints* series, *Symbol and Sacrament*, *The History of Theology* series, *The Collegeville Atlas of the Bible*, and *The New Jerome Bible Handbook*. In addition, co-publication contracts have been signed with other English-language houses to share the costs of a major print run, giving The Press marketing rights only for the United States or for North America, as with the publication of *Understanding Catholicism*. The Press has also contracted for English rights on a multi-language printing of full-color books such as *The Icon*. It would not be feasible to undertake such publishing alone because of its high cost.

Selling foreign rights

Mainly because of the Frankfurt Book Fair, foreign-language houses throughout the world over the years have contracted to publish The Liturgical Press titles, a practice that is growing as our publishing program becomes better known internationally each year. For example, Editrice Queriniana in Brescia has published an Italian edition of *The Collegette Bible Commentary*, and ElleDiCi of Turin has a contract for an Italian edition of the Sacra Pagina series. Such ventures indicate that The Press is literally serving the universal Church, including the Church that is reemerging in the former Soviet Bloc countries, particularly Poland and the Czech Republic. Contracts have been written with publishers in Western and Eastern Europe, Asia, Australia, and North and South America.

Distributors and the international market

The Press has also served the universal Church by marketing its titles across the world. Until 1986 this was largely accomplished by filling foreign orders in Collegette and mailing our product to the four corners of the globe. Since 1986, when its first exclusive foreign distributor was established in Dublin, The Press has entered into distribution arrangements throughout the world.

At the turn of the third millennium, The Press has seven foreign distributors. The B. Broughton Company represents The Press in Canada non-exclusively (The Press also sells direct to customers in Canada). In the United Kingdom, Ireland, and the European Community nations (the EC), The Press is represented exclusively by Columba Book Service in Dublin. Similarly, John Garrett Publishing represents The Press in Australia, and Catholic Supply Limited does the same in New Zealand. Claretian Publications is The Press's distributor in the Philippines, and Katong Catholic Book is responsible for distribution in Singapore and Malaysia. The Catholic Bookshop in Cape Town distributes titles in South Africa.

With this distribution network, within a few weeks of publishing a title in Collegette, it is available in Europe, Asia, the Pacific Rim, Africa, and elsewhere in the world. On a regular basis, skids of books and promotion materials are shipped to these companies and sold to bookstores, institutions, and individuals. This distribution has led not only to increased sales throughout the English-language world and beyond but also to a diversified pool of authors from other countries who are eager to have their works published

by The Press. Further, when such books are published, they are often reviewed by foreign journals, leading to further sales and heightened recognition of the work of The Press. Collegeville has become a significant part of a global network of liturgical and theological publishing.

Freelance expertise

In the 1980s, as its business and workflow increased, additional full-time staff joined The Press. Still there was need for a wide range of freelance copy editors, translators, proofreaders, artists, and designers. Thus the output of The Press is accomplished by a core staff of some sixty people, who are assisted at any one time by a dozen or more freelance people. Among the freelance editors of long tenure are Sr. Dolores Schuh, C.H.M., of the St. John's Ecumenical Institute in Collegeville; Donald Molloy, St. Cloud, Minnesota; Bette Montgomery, Woodbury, Minnesota; and Nancy McDarby, St. Joseph, Minnesota. Similarly, translators Matthew J. O'Connell, Spring Hill, Florida, and Madeleine Beaumont, St. Joseph, Minnesota, have collectively over the years translated dozens of French, Italian, Spanish, and German works for The Press.

Greg Becker, St. Cloud, Minnesota, a computer graphic designer and photographer, designs book covers for The Press, as does Ethel Boyle, St. Cloud, whose medium is water color painting. Fredric Petters, Avon, Minnesota, has contributed book covers and designs for *The Bible and Liturgy Sunday Bulletins*.

Currently, the in-house editors of The Press are Br. Aaron Raverty, O.S.B., Fr. Daniel Durken, O.S.B., Fr. David Cotter, O.S.B., Br. Robin Pierzina, O.S.B., Annette Kmitch, Linda Maloney, Fr. Dunstan Moorse, O.S.B., and Fr. Nicholas Doub, O.S.B.

Abandoning the barracks

Plans for a major restructuring of the space needed by The Press to accommodate its growing inventory, added personnel, and business operations were initiated in 1986 with the hiring of the architectural firm Rafferty, Rafferty, Mikutowski, and Associates. In February 1987 the editorial, production, and marketing staffs reacted to a scale model of the proposed office spaces. Multi-tiered racking was installed in the east warehouse to store skids, and vacated space in the west warehouse was remodeled for offices and work stations for the editorial, production, and marketing departments, and for a conference room.

The result was that what had been warehouse space since 1951 was transformed in 1988 to state-of-the art office space, wired to accommodate the computer-generated output of editors, copy writers, artists, and typesetters. It is a pleasing and comfortable work space that was planned and furnished according to specifications determined in part by the staff itself.

The loading dock and the shipping and bulk-packing areas were also updated in the summer of 1987, with new wrapping and shipping equipment and tables, and with computerized postal, UPS, and priority service procedures, which allow the tracking of charges, shopping for the lowest postage, and tracking all UPS manifests. The new dock has two dock-levelers, two door cushions, and two garage doors that permit trucks to back up directly to the building.

Working in the shipping department, gathering and packaging orders, affixing carrier charges, and sending them on to customers, at present is the capable staff of Ken Bechtold, Shirley Bloch, Lisa Hennek, Della Jungels, Karen Koltas, Irene Linn, Julie Mielke, Pam Roerick, Pat Stevenson, and Mary Ann Terwey, who are under the direction of Ron Schmidt, shipping supervisor and warehouse manager.

About one half of the west warehouse space was remodeled to accommodate Sun Sound and Video, which produced most of the audio-visual products for The Press. As more space was required for marketing and editorial offices, Sun Sound and Video vacated this space in the late 1990s and kept but one room on the ground level at the west end of The Press.

It is in this renovated space on the lower level, along with the shipping area and the upstairs office complex, where the people of The Press work today. The barracks, which had served The Press for almost forty years, was permanently vacated, only to be refurbished by St. John's University to house its Admissions Operations Center.

For the first time The Press had a secure, solitary, windowless quarters in the lower level for its archives where two copies of every title published and annual bound copies of its journals are permanently stored.

Father Daniel leaves directorship

Father Daniel indicated well in advance of his leaving The Press that he would serve as director for ten years. Thus on June 30, 1988, he stepped down from that position (he continues as an editor of The Press to this day). His directorship is remembered not only

for the publication of such major works as the *Alternative Futures for Worship* series (1987), *The Collegeville Bible Commentary*, and *Documents on the Liturgy: 1963–1979: Conciliar, Papal, Curial Texts*, but also as a productive time of restructuring the physical space and revising the governance and staffing of The Press. A month-by-month account of the highlights of that decade are recorded in the monthly newsletter “Direct from the Director’s Desk,” which he wrote for and about the people and the work of The Press.

It was a time when the people of The Press became acutely aware of the Liturgical Movement and the work of Fr. Virgil Michel and of the Benedictine motto “Worship and Work.” A family spirit prevailed at The Press. At a monthly Eucharistic liturgy we worshiped as a community, after which, at a lunch prepared and served by its staff, under the direction of Judy Ruprecht, we broke bread together, drew lots for turkeys at Thanksgiving and hams at Easter, and celebrated the Christmas season with a festive dinner, practices that continue to the present at The Press.

Father’s Daniel’s leadership, above all, stressed that publishing was an important apostolate of the Church through which the people of The Press brought the Good News of Jesus Christ far and wide across the world through its varied publishing program.

6 The Years 1988 to the Present

Fr. Michael Naughton, O.S.B., appointed director

Abbot Jerome Theisen, O.S.B., appointed Fr. Michael Naughton, O.S.B., to succeed Father Daniel as director of The Press. Father Michael had wide experience in parish ministry, including four years in the Bahamas, where he taught at St. Augustine's College in Nassau and served at St. Francis Xavier Cathedral. He, too, was no stranger to the staff or to the workings of a publishing house, for he had served The Press for the previous four years as a copy editor, as associate director, and as chair of the Virgil Michel Symposium, which The Press sponsored at Collegeville in July 1988 in commemoration of the fiftieth anniversary of Father Virgil's death. Father Michael moved into the director's office in July 1988 but continued to teach pastoral care and counseling at St. John's Seminary.

The Order of Christian Funerals

In the fall of 1989 The Press published an important series of ritual titles known as the *Order of Christian Funerals*, the revised rite of funerals promulgated by the Holy See. This remains a challenging liturgical development since Vatican II inasmuch as the *Order*, in its 440-page ritual, provides dozens of options for the funeral liturgy, depending on the circumstances of the death and the wishes of the family in celebrating the ritual. With eight titles, including the full ritual for the clergy and participant books for the congregation, this edition of the *Order* has been a milestone publication for The Press.



Fr. Michael Naughton, O.S.B

It has also been a challenge for the marketing and order-processing personnel to make clear to buyers the major differences in the rite from what was previously given in *The Catholic Burial Rite*, the popular people's book that sold tens of thousands of copies.

Toward desktop publishing

Within a few years, in response to the demands of increasing business and the dictates of changing technology, the labor-intensive keylining, or paste-up of typeset pages, was discontinued and the light tables abandoned. The keyliners, after on-the-job training in QuarkXPress page-layout programming using Microsoft Word, joined the other typesetters on Macintosh 7100 and 7200 Power PCs, which were purchased between 1994 and 1996. These machines output to disks the final camera-ready product that is provided to the printers.

The Press's typesetters, Deb Lampert-Pflueger, Mark Warzecha, Monica Weide, Kathy Zdroik, and Julie Surma, came to be more appropriately called "desktop publishers," since each person, working alone, could virtually typeset and design a product. The production manager now monitored five work stations that combined typesetting and page design in one on-screen operation. In 2001 the production staff moved to the G4 generation of Macintosh Power PCs, which will have enhanced speed and memory.

Computer updating with the IBM AS 400

The steady growth of business led in 1996 to the purchase of an IBM AS 400 computer to process invoices, record accounts receivable, run reports, lists, and labels, track royalties, and compute myriad other details assigned to it by Sandy Eiyneck, assistant finance and operations manager. This computer runs twenty-four hours a day, computing and printing data. It is a smaller unit than its predecessor, the IBM 36, but twice as fast. Networked to PCs throughout The Press, it allows the staff to readily check on inventory and access accounts and lists.

Typing order-entry data to the AS 400 each day at The Press from the terminals on their desks as they converse with customers on the phone or on-line are Carmen Donabauer, Julie Ficker, Nancy Fiedler, Patricia Kampa, Diane Sobania, Connie Kellner, Betty Loso, and Edward Vessel. Similarly, handling the order placement and

record keeping for the Mass guides *Celebrating the Eucharist* and the *Misal del Pueblo* is Lynda Schulte and for the *Loose-Leaf Lectionary* is Lanette Brown. Judy Ruprecht, periodical fulfillment manager, records and tracks the subscriptions to the journals. Also routinely accessing data to the AS 400 as payments are made to The Press are Mary Reischl, Jill Ficker, and Virgil Douvier in accounts receivable.

The Glazier titles

In the fall of 1988 an opportunity arose that would challenge The Press and expand its market. That November the management of The Press had its initial discussion with Michael Glazier, who operated an academic publishing house in Wilmington, Delaware, under the name of Michael Glazier, Inc. Its list included principally works on theology and Scripture. Was this the right time to expand The Press dramatically overnight by purchasing the inventory of the Glazier backlist and to continue such momentum by publishing some seventy titles contracted for but not yet published?

For the next eighteen months the pros and cons of such an acquisition were debated both at The Press and by the chapter of St. John's Abbey, which would need to approve such a major capital expenditure. The consensus was that The Press should purchase the religious titles of Michael Glazier, Inc. Its inventory of academic text books was judged to be a good mix for The Press, providing an opportunity for The Press to compete more vigorously in addressing the academic market provided by seminaries, colleges, and universities.

The vote of the monastic chapter was affirmative, and thus on Easter Monday in April 1990 in Philadelphia, Father Michael signed the purchase agreement for the Glazier titles. In the weeks that followed, the Glazier inventory of approximately 150 titles in various quantities traveled by eighteen wheelers from a fulfillment warehouse on Long Island, New York, to Collegeville, where a good portion of it was temporarily stored in semi-trailers parked in the community's storage center to the south of the campus along Lake Sagatagan.

At home with the expanded list

Little by little over the next year the entire staff of The Press grew familiar with the Glazier titles and learned which title belonged to which series, since that was the basic arrangement of most of the inventory. Did a given book belong to the Good News Studies, the New Theology Studies, the Theology and Life series, the

Aramaic Bible, or the Zaachaeus Studies: New Testament or the Zaachaeus Studies: Theology? And how many volumes were in each series, and which series had volumes that were contracted for but not yet published? Further, who were the authors of these books, and most importantly, what was their content?

The Pueblo titles

But a few months into adjusting to the extensive Glazier list, another major growth opportunity loomed before The Press. The titles of the Pueblo Company in New York City, under the direction of Bernard Benziger, which published mostly academic titles in liturgy, were for sale. With its list an ideal match for The Press and with its inventory considerably less than the Glazier titles, the discussion moved quickly to an affirmative decision. In October 1990 a contract was signed to acquire the Pueblo titles, and the inventory was transported to Collegetown.

Two new book imprints

In addition to books already published, The Press also purchased some seventy unpublished Glazier manuscripts and a few Pueblo manuscripts in 1990. The managers decided to publish these books under two new imprints—"Michael Glazier Books" and "Pueblo Books"—with the former being the imprint for academic titles in Scripture and theology, and the latter being the imprint for academic books on liturgy and some ritual books. These imprints would also be used for all titles that would be acquired in the future in these categories. The popular titles of The Press and most of the official ritual titles would continue to be published under its "Liturgical Press Books" imprint. The first major list of the three imprints was published in the 160-page *Liturgical Press 1991–1992 Reference Catalog*. Today this catalog is a collector's item since it is the first detailed summary of what inventory was on what list since the acquisitions that occurred the previous year.

The challenges of adjusting to the Glazier and Pueblo lists were met enthusiastically at The Press, although each department judged the super-load of work that descended on them so quickly to be perhaps too much of a good thing. But predictably the staff weathered the avalanche of new titles, authors, and imprints, and so did the customers of The Press, who readily turned to Collegetown for the titles they previously ordered from Wilmington or New York City.

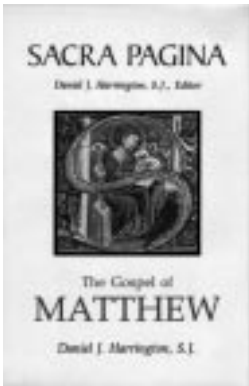
The bottom line each year now for a decade has reflected slow but sure growth because of the Glazier and Pueblo acquisitions and because of new titles published under those academic imprints.

A publishing challenge

In its commitment to honor all the publishing contracts that it acquired from the Glazier and the Pueblo companies, The Press faced the challenge in the early 1990s of publishing approximately seventy-five new books, which it did in due course. The high point was reached during fiscal 1993, when The Press published 149 new titles in addition to its journals and routine reprints of books. The pace slowed to a 121 titles in fiscal 1994, and to 117 in 1995. Then, by a deliberate decision to slow the production to a more measured pace and to expand the marketing of all its new titles, The Press published 92 new titles in 1996, and that tally has been followed more or less each year to the present. The judgment that customers have limited funds to purchase new titles each year and that sales would increase only if we fine-tuned our marketing and focused on a substantial though somewhat diminished list has paid dividends in steady sales and growth in the 1990s.

Publishing reference works

Among the first new titles published under the Glazier imprint were *The New Dictionary of Sacramental Worship*; *The Gospel of Matthew* and *The Gospel of Luke* in the Sacra Pagina series; and *The Beatitudes in Context* and *Farewell Addresses in the New Testament* in the Zaachaeus Studies: New Testament series. Such publishing concretely signaled the intent of The Press not only to continue the Glazier line but also to publish reference books and textbooks in series.



As time unfolded, other encyclopedic dictionaries were published, such as *The New Dictionary of Christian Spirituality* and *The New Dictionary of Catholic Social Thought*, and by fall 2000 eleven of the eighteen planned volumes of the Sacra Pagina series had been published. Other significant series that have been initiated since 1990 are the *Berit Olam: Studies in Hebrew Narrative and Poetry and Connections*, which comprises volumes that relate the Bible to everyday life.

Br. Frank Kacmarcik, Obl.S.B., and the Pueblo titles

All the volumes of the Pueblo Books imprint exhibit the creative design of Br. Frank Kacmarcik, Obl.S.B. The Press continued also to publish regularly in series in that imprint, such as the five volumes of the *Handbook of Liturgical Studies* and the four volumes of the *Lectionary for Masses with Children*, which helped establish that imprint as a source of extensive seminary and graduate-school texts and of well-designed ritual books. In 1989, with the publication of the first volume of the *Lectionary for Mass*, success in that market was marked by the wide acceptance of the “Ceremonial Edition” of that volume for each year of the liturgical cycle.

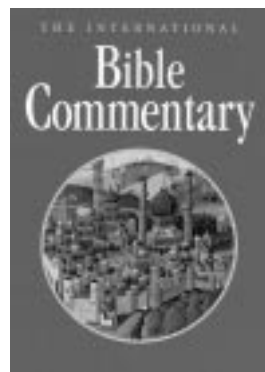
Michael Glazier as consultant

As part of the agreement regarding the sale of his titles, Mr. Michael Glazier was to serve as a consultant to The Press for ten years, and two major reference works developed from that decision. For both *The Modern Catholic Encyclopedia* (1994; 976 pages) and *The Encyclopedia of American Catholic History* (1997; 1,584 pages), Michael Glazier served as a co-editor. These titles were among other detailed reference works, such as *The Collegville Pastoral Dictionary of Biblical Theology* (1996; 1,184 pages) and *The Collegville Atlas of the Bible* (1999; 144 pages), published during this period.

The International Bible Commentary (IBC)

In a number of respects, the publication in 1999 of *The International Bible Commentary* (1,968 pages) remains unparalleled in the history of The Press. Authored and edited by biblical scholars from across the world, it contains not only extensive commentary written for pastoral ministers on both Testaments but also dozens of articles on biblical subjects, as well as elaborate maps crafted specifically for this book. It called for an editorial output of five years and was published in association with other foreign-language editions, of which the Spanish *Comentario Bíblico Internacional*, published by Verbo Divino in Estella, Spain, is also marketed by The Press.

The publication of the *IBC* reinforced The Press’s leadership in publishing extensive and major commentaries on Scripture.



Expanding the academic author base

In tandem with the development of the Glazier and Pueblo lists, The Press has made a concerted effort to publish academic authors. To reach this end, since 1990 it has regularly been represented at the annual conferences and certain regional meetings of the North American Academy of Liturgy (NAAL), the American Academy of Religion and the Society of Biblical Literature (AAR/SBL), the College Theology Society (CTS), the Catholic Theological Association of America (CTSA), and the Catholic Biblical Association (CBA). There its academic editor, Linda Maloney, who assumed this new position in 1995, and managers have met with editors and potential authors to discuss projects in process or those that might be developed.

Many a project has begun with a stand-up conference at a meeting, followed by extensive correspondence and discussion, the writing and fine-tuning of proposals, and then contracting and beginning the publication process. Year by year the work of The Press in publishing academic titles and in physically being part of the academy has paid dividends. The Press has earned the reputation of doing solid and extensive publishing of academic titles, much as does a busy and competent university press.

New Theology Review

In serving the academic market, The Press in the 1990s began the publication of two journals, *New Theology Review* and the *Journal of Hispanic/Latino Theology*. The former, which bears the subtitle “An American Catholic Journal for Ministry” and was part of the Glazier acquisition, is addressed particularly to graduates of Catholic Theological Union in Chicago and Washington Theological Union in Washington D.C., and similar schools, whose students earn graduate degrees in ministry and serve the Church in parishes and schools. The editors of this quarterly are professors from these schools. The Lilly Endowment, Inc., has funded in part the costs incurred by the schools in editing the *New Theology Review*, and in 1999 The Press received a Lilly endowment grant to research the focus, format, and market for this journal.

Journal of Hispanic/Latino Theology

Also with the help of a Lilly endowment, The Press was financially able in 1992 to publish the inaugural issue of the *Journal of*

Hispanic/Latino Theology, which is under the editorial direction of the Academy of Catholic Hispanic Theologians of the United States (ACHTUS) and which is published quarterly. The focus of this journal is to provide a specific medium of theological discourse for Hispanic theologians. Its articles and book reviews, written in part in Spanish, appeal to an international readership of theologians that includes but moves beyond the ACHTUS membership.

Liturgical Ministry

In 1994 The Press also acquired the journal *Liturgical Ministry*, a quarterly that had been initiated in 1992 by the Institute for Liturgical Ministry in Maria Stein, Ohio. Because its purpose was to promote liturgical excellence in the ministry of the sacraments, preaching, and devotional practices, it was a good fit for The Press, though its content in part paralleled that of *Worship*, but that was judged to be a healthy circumstance in itself.

Loose-Leaf Lectionary

Another publication, the *Loose-Leaf Lectionary*, first issued in March 1970 and sold on a subscription basis, has been an immensely successful product for The Press, since it offered under one cover the Sunday and weekday readings of the complete Lectionary, along with sample Prayers of the Faithful, a Weekday Scripture Guide, and homily hints for Sundays and holy days, all of which were calendar dated. Published four or five times per year in installments contained in an attractive ceremonial cover, it made choosing the right readings for the right day as simple as knowing the correct date.

Its first issues were published in the early years of the post-Vatican II Church when lay people were first permitted to proclaim the Word of God at the liturgy. Thus the convenience and completeness of the *Loose-Leaf Lectionary* recommended it to scores of lectors and pastoral ministers who appreciated the usefulness of this liturgical aid. Nearly thirty years later, its niche in the Lectionary market continues to grow, and in November 2000 its circulation surpassed 13,700 copies.



With the addition of the *New Theology Review*, the *Journal of Hispanic/Latino Theology*, and *Liturgical Ministry*, The Press now published six journals. The Press's management felt it important to continue publishing these journals as long as a fiscal break-even point could be realized each year and as long as there was some indication of periodic growth. The magazines brought in new customers who purchased books, Mass guides, and bulletins and who supported our apostolate.

Sisters Today, a diminishing market

Unfortunately, circumstances in late 1999 dictated the discontinuation of *Sisters Today*, a decision that had been postponed for a number of years, since its circulation worldwide had dropped to 2,100 copies (at its heyday in 1971 its circulation was almost 23,000 copies, with a \$4.00 subscription fee for ten issues per year). With most communities of sisters and nuns having substantially fewer members in recent decades, the circulation base consisted mainly of major convents and provincialates. The intended primary readership of this journal had literally disappeared. Thus the final issue of *Sisters Today*, volume 72, number 6, was published in November 2000 (its final subscription fee was \$24.00 for six issues annually).

Publishing *en español*

Realizing the growing presence of the Hispanic community in the American Church in the last quarter of the twentieth century, The Press has published a number of titles in Spanish. Initially the focus was on translating certain English books into Spanish, such as seven volumes of the *Collegeville Bible Commentary*, which are texts used particularly by Spanish readers who participate in the Little Rock Scripture Study; four volumes of our Ministry Series; our quarterly missal *Misal del pueblo*; the Lenten booklet *El vía Crucis*; the *Rito de la iniciación cristiana de adultos*; and the Sunday and weekday volumes of the *Leccionario*.

More recent publications have originated in Spanish and are bilingual, such as *Oracional bilingüe: A Prayer Book for Spanish-English Communities*; *Oracional bilingüe para niños: A Children's Prayerbook in Spanish-English*; *Hablemos de Dios: Let's Talk about God*; and *Celebraciones Dominicales en la Ausencia de un Presbítero: Sunday Celebrations in the Absence of a Priest*.

With such bilingual publishing The Press is addressing the need of the multicultural American Church to minister to its diverse peoples. Regarding the Hispanic community, The Press has learned the importance of publishing Spanish that is readily understandable to this wide-ranging community, which originates in Mexico, Central America, the Caribbean, and Latin America, and whose cultures, including language usage, are in part dissimilar.

A team player with The Order of St. Benedict, Inc.

Employees new to The Press soon learn that they are not only employees of a publishing house but also members of the greater St. John's community of monks, teachers, and support people who labor under the corporate name of The Order of St. Benedict, Inc., and whose salaries are paid by that corporation. Such an awareness is welcomed, since the people of The Press are enriched by a host of opportunities not generally associated with a publishing house, such as free admittance to campus sports events and lectures, library privileges, and tuition remission. Further, the so-called administrative employees of The Press are invited to participate in the Administrative Assembly of the corporation, and the support staff may participate in the St. John's Workers Guild. Both organizations influence certain personnel policies, such as fringe benefits that are proposed by the corporate office through the Human Resources office.

This system has proven workable, though not without its complications, for The Press. The basic maintenance of the buildings is handled for a fee by the corporate office, so the managers need not be concerned about such tasks as snow removal and lawn care, nor about banking receipts or processing health insurance claims. With the director of The Press as the leading liaison with the corporate office and with the St. John's monastic community, it is a process that works.

Long tenure at The Press

The Press as an apostolate of The Order of St. Benedict, Inc. by tradition works diligently to maintain a sense of community and hospitality among its religious and lay staff, and one success of this effort is the number of employees who work until retirement, devoting as much as forty-two years to The Press. In 2000 Lloyd Svihel (periodical fulfillment manager) and Herbert Pflueger (warehouse and shipping manager), who began at The Press in 1955 and 1956, retired after

more than eighty years collective service. Among the staff who retired after working at least twenty-five years are Bryant Pitschka, Frederick Reker, Margaret Douvier, John Dwyer, Adella Hiltner, Irene Studer, John Dominik, Hildegard Kremers, and LeMay Bechtold.

In September 2000 about one fifth of the staff had twenty or more years tenure at The Press, namely, Mary Reischl, accounts receivable, Virgil Douvier, cashier, Br. Placid Stuckenschneider, O.S.B., art, Fr. Daniel Durken, O.S.B., editor, Br. Robin Pierzina, O.S.B., editor, Judy Ruprecht, periodical fulfillment manager, Mark Twomey, editorial director, Ron Schmidt, shipping supervisor and warehouse manager, Edward Vessel, sales, Caroline Linz, marketing, Betty Loso, sales, Ann Blattner, art editor, and Colleen Stiller, production manager.

Improving communication, an ongoing goal

Father Michael, like Father Daniel before him, in an effort to make The Press a smooth-running operation, has worked diligently to enhance the means by which the people of The Press communicate. Begun in January 1996, the compulsory all-staff Monday Morning Meeting—sometimes termed the “MMM” or “3M”—has been well received. It is a stand-up meeting in the shipping room, where brevity is the essence. It is a time to present mini-reports, ask questions, announce events, clarify issues, address problems, introduce new titles, or tell stories. It sets the tone for the work week ahead and makes the full staff aware of the current scene at The Press.

Most Wednesday mornings the director and the managers gather to discuss current matters, to review project proposals and quarterly financial reports, to discuss problems, to make long-range plans, to assign research on significant issues, and occasionally to meet with the corporate officers from “on the hill.” On a regular basis the managers also meet with the officers of “The Team,” which is a volunteer group of staff that advises the managers on concerns of the departments. It is a sensible structure that gives credence to the concern of a progressive company to provide the opportunity for management and staff to benefit from each others’ experience and expertise and to address problems in a timely fashion.

With bulletin boards in each work area; with e-mail and voice mail; with the semi-monthly publication of the in-house newsletter, entitled *Inside TLP*, to which each department contributes; with brief stand-up meetings; and with the predictable flow of memos, the people of The Press are kept informed.

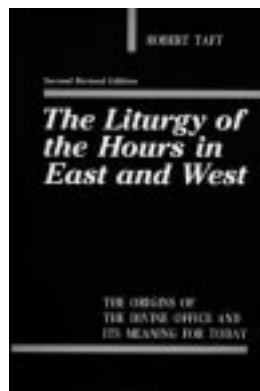
Pursuing a publishing focus

From 1926 forward, the principal publishing focus of The Press has been the liturgy. That focus has consistently been addressed during the last seventy-five years and has also involved, particularly since 1990 with the purchase of the Pueblo titles, the publishing of academic titles on the history and development of the liturgy through the centuries. In this respect classic works such as *The Liturgy of the Hours in the East and West* by Fr. Robert Taft, S.J., *The Shape of Baptism* by Fr. Aidan Kavanagh, O.S.B., and *Eucharistic Prayers of the Roman Rites* by Enrico Mazza stand out on our list.

Three other subjects come within the focus of The Press, namely, Scripture, theology, and Benedictine or monastic studies, both for the popular and academic markets. For the non-professional reader, this list includes *Choosing a Bible Translation* by John Pilch, *Understanding the Sacraments* by Fr. Lawrence Mick, and *St. Benedict for the Laity* by Eric Dean. For academics and scholars, the list includes *Wisdom Has Built Her House: Studies on the Figure of Sophia in the Bible* by Sylvia Schroer, the series *God Encountered: A Contemporary Catholic Systematic Theology* by Frans Jozef van Beeck, S.J., and the CD-ROM *The Rule of St. Benedict Library*. The experience of marketing hundreds of titles over the last eight decades has shown that The Press can be successful by concentrating primarily on the liturgy but also on Scripture, theology, and monasticism.

Experience has also shown that The Press should not publish specifically for the catechetical market, since a number of major houses publish widely for schools and have sales people canvassing the country, introducing new products to pastors, principals, DREs, and teachers. The non-acceptance, for example, of the multi-volume, grade-school text series entitled *The Christian Inheritance* in the 1970s left skids of books unsold despite major price reductions. On the other hand, publishing books for a particular segment of that market, for example, books that help prepare for the sacraments of reconciliation and the Eucharist, has been successful, as attested by Mary Senger's *Reconciliation: A Change of Heart* and *The Eucharist: Giving Thanks and Praise*.

Experience has also dictated that the rejection of titles in certain genres for marketing reasons is essential. Readers do not look to



The Press for novels, collections of short stories, or poetry, for instance, or for biographies and histories of religious orders and dioceses.



Furthermore, the broad category of spirituality is problematic. Liturgical spirituality based on the Liturgy of the Hours has produced successful titles, as do works on biblical spirituality, such as *Praying the Psalms* by Thomas Merton, but titles on other dimensions of prayer have for the most part not fared well. The publication of multiple versions of the Stations of the Cross also has not been successful, while the Scripture-based *Way of the Cross* introduced in 1937 remains a bestseller.

The Press therefore no longer sells Christmas cards, calendars, religious plaques, or candles. It has learned where its talents lie and that maintaining a focus is essential to its successful publishing program.

Maintaining a practical acquisition process

During the past twenty years The Press has developed an acquisition process that is sensible and productive. New projects are acquired through three sources. First, The Press applies for a license from the United States Catholic Conference to publish the official rituals of the Church, such as the *Lectionary for Mass* and the *Sacramentary*. Consistently through the years The Press has been granted such licenses, and the Secretariat for the Liturgy of the Conference has recognized The Press for providing the American Church with distinctive rituals.

Second, the publisher, the editorial director, and the academic editor meet with potential authors to discuss projects that The Press wishes to publish. Authors who have published with The Press are prime candidates for other assignments. The series on the sacraments entitled *Lex Orandi* that is being published in the first years of the new millennium, for example, developed at a meeting with an author who agreed to serve also as the editor of the series. Projects are planned from two to ten years prior to publication.

Third, The Press receives a steady parade of unsolicited or “over the transom” manuscripts and/or proposals, each of which is considered for publication. The publisher, the editorial director, and the academic editor meet monthly to decide which projects should

be further reviewed by liturgists, theology professors, pastoral ministers, or other readers. While some unsolicited proposals may well be suitable for another company, the rate of acceptance of such manuscripts by The Press is about one in fifty.

Once a project is considered suitable for publication, the managers of The Press meet twice. At the first meeting the content of the work is discussed and evaluated. Then at a later meeting, after it has been determined that a project will have a satisfactory market at an acceptable price and the editorial, production, and printing costs are deemed manageable, the decision is made to offer a contract to the author.

To help authors present proposals and to assist them in following our house style in writing manuscripts, The Press in 1980 published an *Author's Guide* of thirty-two pages, which was written by the editors and which in 2001 was published in a fifth revised edition.

Catalogs, brochures, advertising, book reviews

Publishing first-rate, informative titles at The Press requires a significant marketing plan that introduces the new titles of the spring and fall lists and reintroduces the backlist to customers across the world. The full catalog of the new titles and backlist that is mailed to about 100,000 trade and retail customers each July is the most significant annual marketing tool of The Press. Catalogs for Advent and Christmas, Lent and Easter, as well as academic catalogs and those advertising new titles are published annually. In charge of the day-to-day operations of the advertising department is Kathryn Weiss, marketing manager, who joined The Press in 1986.

In addition to catalog promotions, ads are designed and sent to journals and the religious press, a responsibility that currently is handled at The Press by Jean Zenzen. Advertising is updated regularly for the *www.litpress.org* website, displays are created for conventions, new title promotion sheets are sent to authors, and copies of new books are mailed to journals for reviews. Caroline Linz takes charge of organizing the convention schedules, orders, and displays, and Jan Schramel sends copies of new titles to reviewers and maintains the review files.

Mailing lists are purchased or developed, and orders are gathered and shipped to academic meetings, conventions of liturgists, teachers, and pastoral musicians, and to trade exhibits for bookstores. Memos and newsletters are regularly sent to distributors and trade customers. A steady variety of envelope stuffers promoting

titles is produced. Marketing of the work of The Press is ongoing and varied.

Upbeat in the new millennium

The Press began the year 2000 in good form, and after extensive consulting with its customers, including holding focus groups in various cities, was relishing the success of two major projects completed in the fall of 1999. The *Celebrating the Eucharist* Mass guide had undergone a significant design change—reformatted pages, full-color covers of icons, more hymns and service music, larger type—and was well received both by old and new customers. Parish musicians for the first time had access to the *Celebrating the Eucharist Music Accompaniment for Keyboard, Guitar, Cantor, and Choir*, which will be updated annually. The company's number one product in sales seemed to be holding its own in an apparently diminishing market for parish Mass guides.

In tandem with the revised Mass guide, *Living Liturgy: Spirituality, Celebration, and Catechesis for Sundays and Solemnities*, which offers practical help for liturgical planning as well as for personal preparation for the liturgy, along with providing the readings for the given Sunday or feast day, was published. Its ready acceptance in parishes, with over 9,700 copies sold the first year, was another indication that The Press was following the founding principles established by Fr. Virgil Michel in 1926. It also indicated that The Press was meeting a need in American parishes and that annual volumes of *Living Liturgy* would find a ready market. Sales remained positive in 2000, with The Press even having a blockbuster in Fr. Donald Cozzens' *The Changing Face of the Priesthood*, published in February, surpassing 30,000 copies in November and still climbing, with favorable and extensive reviews in the Catholic press across the English-language world.

7 On the Horizon and Beyond

Keeping current in technology

Besides having first-rate titles, favorable pricing, and convincing promotion, a publishing house must update its technology and business practices in order to compete in the marketplace, and that The Press has routinely done and will continue to do.

Fifteen years ago, acquiring a toll-free phone number for order placement was an important step forward, which did not “merely replace the mail orders,” as some feared, but indeed heightened customer response. Accepting credit cards for payments was another major development, less than ten years ago. In 2001 customers may order by phone or by mail, but they also may access *www.litpress.org* on the Internet and, after reviewing our catalog and reading book reviews and testimonials or even a few pages of a given title, place an order and pay with their VISA or MasterCard. Orders may also be sent by e-mail (sales@litpress.org) or by fax (1-800-445-5899).

The order-entry staff no longer have writer’s cramp from scribbling all day on order pads, since they currently input orders on a computer screen that is keyed to the full inventory. Moments later the order is printed and then delivered to the shipping department. Long-range planning indicates that in the near future that order will travel electronically to the shipping room in a paperless transfer.

In the shipping department, until fiscal year 2001 at least, the staff, referring to the printed invoice, keyboards postage charges also on screen, affixes the appropriate labels, and a package is on its

way to a customer. Updated software that is on the horizon will result in the shipping people printing a “pick list” on screen and after the titles have been selected and wrapped, entering the shipping charges on screen. Most last-minute changes in customer orders will be traced electronically and updates made without hassle.

Backing up to the editorial work, today editors need not redden their way through a manuscript but can take an author’s Word-Perfect disk and edit the copy on their PC or Mac. The artists sketch, modify, and print the final cover design on a disk. Similarly, the typesetters take the editors’ disks, enter codes for fonts and spacing, and with minimal keyboarding move directly to disk, which the printers output to film or to plates, and the presses run. How these processes may be improved beyond the current state-of-the-art is difficult to even imagine. Seemingly, even modest updating of this technology as time moves forward will result in easier and faster input for editors, artists, and production people.

Limiting the inventory

It is fortunate that the managers of The Press must walk through the warehouse and shipping department en route to the conference room for a meeting. In the early years of The Press, when costs were lower and cash flow and inventory space not as critical, a printing of five thousand or more copies of a book was the norm. The “lower the price, the higher the sales” was the thinking, and it usually worked in the marketplace. Furthermore, the basements of the Alcuin Library and the Peter Engel Science Center were available for long-term storage of inventory at little or no cost. Having a multi-year supply of a title was not judged to be a problem if the books could be expected to sell over time. Indeed, the 260-page *Illustrated New Testament*, which had some twenty printings between 1964 and 1980 that totaled more than a half million copies in hard-cover and paperback editions, sold out in 1985 with the catalog price for the paperback being \$1.50.

With the advent of computers in the 1980s, which permitted the easy tracking of inventory and its costs, the picture began to change. The initial print run of a typical perfect-bound book dropped to three thousand copies, and in the late 1990s, when our computer could virtually capture every dime spent on a project (and when we were also renting storage in a warehouse in nearby Waite Park, Minnesota, for inventory that could not be stored in-house),

the runs for a book dropped to as low as 750 copies, particularly for an academic title.

By 1990 it was customary to print runs that anticipated selling the inventory in a year or less and in pricing each title to reflect all its costs, including royalties to be paid, and allowing for a reasonable return for The Press on the project. For many projects the market is but a thousand or fewer copies, and often at a \$24.95 or better retail, depending on the length and complexity of the work. For the most part, the market has responded favorably to such inventory management; customers interested in a limited-market title do not necessarily have sticker shock.

The practice of maintaining a lean inventory is bound to continue, since the “print on demand” technology now available from certain vendors permits the printing of as few as three hundred copies of a title as a reprint, though often at a substantially higher price than the initial run. Such technology, however, permits The Press to keep an inventory of titles that have a limited but steady demand.

Changes in the publishing media

As The Press enters its next quarter century of publishing, changes in the visual format of what is published will continue to occur, though books will remain the dominant format, particularly for the popular market. Significant media changes date to the 1990s, when some clip art titles were released on computer disk and then on CD-ROM. Similarly, in the mid-1990s The Press first published the Schola Cantorum collections of Gregorian chant on compact disk as well as on audio cassette.

Then in 1998 The Press co-published with Costello Publishing in Northport, New York, and Dominican Publications in Ireland its first text on CD-ROM, namely, volume 1 of *Vatican Council II: The Conciliar and Post Conciliar Documents*. A year later a lengthy reference work entitled *The Rule of St. Benedict Library: Primary and Secondary Sources*, incorporating eight works essential to the study of Benedict’s *Rule*, was published on CD-ROM.

In its spring season 2001 The Press released a CD-ROM version 1.0 of *The Collegeville Catholic Reference Library*, which includes five of its reference dictionaries. Phases to follow will include other reference titles or classics from the backlist. Also in 2001 The Press published for the first time simultaneously a short reference work on the initiation

sacraments entitled *Ages of Initiation: The First Two Christian Millennia* along with an extensive collection of source excerpts as a CD-ROM.

On the Internet

As our customers come to depend on the Internet for access to printed materials, and as the corporate world adapts to this medium and can responsibly protect the intellectual property of authors and publishers that may be promulgated online, The Press intends to publish first as a CD-ROM and then online an electronic program for planning and preparing liturgies that will include the *Lectionary for Mass*, the *Sacramentary*, ritual texts of the sacraments, music texts copyrighted by The Press, and indices of music texts of other companies. This product, entitled *LabOra Worship*, is to be modified annually so that customers may purchase updates.

Such publishing will be the ultimate in providing immediate electronic access to the texts of the liturgy and to commentaries on them. The pastoral minister or DRE in the parish may then with ease and modest expense prepare worship aids or instructional material by downloading precisely what is needed for a given project. In time The Press may also provide electronic access to texts or music copyrighted by other companies, thus providing one-stop shopping on The Press's website for the materials needed for a project. The Press may also publish one or the other of its journals online.

Continuing to address its mission

Whatever the medium of publishing may be as the twenty-first century unfolds, and as the long-range business plan developed by its managers in early 2001 indicates, The Press will remain rooted in its tradition while being innovative in its product development. As a Benedictine, Catholic publishing company, it will endeavor to deepen the faith, knowledge, and participation of a richly diverse Church by publishing quality resources in the Catholic tradition for the pastoral and academic communities and for individuals. In publishing well-designed rituals and liturgical aids, the worship of the faithful in churches and chapels across the nation will be enhanced. In publishing both introductory texts and scholarly titles on its focal subjects of liturgy, Scripture, theology, and monastic studies, The Press will enable the faithful to grow in understanding the faith. In publishing journals it will address the immediate topics and concerns that the faithful meet in their professional and personal lives.

The Press has grown and prospered in its first seventy-five years as its publication program grew and its audience base expanded across the global village. With its committed staff at the ready, and with the support of St. John's Abbey and the grace of God, The Liturgical Press looks forward to maintaining and expanding a distinctive publishing program.



The People of The Press, April 16, 2001

Appendix

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The People of The Press and *Worship*, April 1, 2001

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