

The Salt Lake Tribune
(MORNING & SUNDAY)



DESERET NEWS AND
Salt Lake Telegram (EVENING)

143 SOUTH MAIN STREET
SALT LAKE CITY, UTAH

September 24, 1959

Mr. M. L. Dye, President
First Federal Savings & Loan
78 South Main Street
Salt Lake City, Utah

Dear Met:

Automation...Push-button Controls...Memory Machines...Automatic Reaction...
Nuclear Power...Electronic Computers...

Which of these will be used in the Newspaper field in the year 2000 AD?

At this writing, in 1959, it truly would require a Prophet to predict accurately what Salt Lake Newspapers will be like in 2000 AD.

However, with developments which are now on the horizon and with the great strides being made in the fields of chemistry, electronics and nuclear physics, it is not beyond the realm of reason--or perhaps I should say that it is within the realm of possibility--that the year 2000 AD will find Salt Lake Newspapers:

--Using an entirely automatic mailroom with one man sitting at the controls of an electronic console directing the counting, wrapping and addressing of thousands of newspapers each day;

--Using a revolutionary printing process involving the use of electronic typesetters and nuclear powered presses with the capability of high speed printing not now feasible;

--Producing daily newspapers, which may either be read, or if the subscriber prefers, listened to through the means of a simple sound-producing machine which will "play" the newspaper as though it were a record or a tape;

--Producing daily newspapers with full-color reproduction on each and every page; or

--Producing newspapers which will be printed right in the subscriber's home by means of electronic transmission and reproduction;

Whether any of these revolutionary processes may actually come to pass is of course problematical. One thing of which I am sure, however, is that in the year 2000 AD, as in 1959, newspapers will continue to be America's number one favorite medium for the dissemination of news and advertising, as well as the pace-setters in the moulding of public opinion and the improving of America's communities.

Sincerely,

Anton F. Peterson
Anton F. Peterson
General Manager