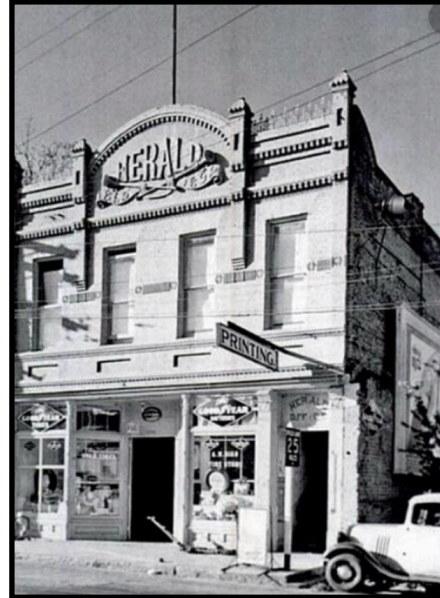


## The Placer Herald



### The Placer Herald

The first issue of the Herald was published in September of 1852. 49'er Tabb Mitchell crossed the Plains and mined on the Feather River for a few years before becoming involved with the newspaper in Marysville. He convinced the owners to bring the operation to Auburn. Mitchell, Richard Rust and John McElroy were the first publishers. By December of that year Mitchell was the sole proprietor.

The newspaper sold for \$6.00 per year and was published once a week. It was printed on the printing press brought to California in 1846 by Samuel Brannan. That Press is now in the Placer County Museum. A part of the larger newspaper conglomeration, The Gold Country Media, the Herald is now associated with Rocklin news. The operation moved to Rocklin in 1966.

*Placer Herald* Sept. 11, 1852, July 15, 1944, Sept. 11, 2002, Thompson & West p. 202, [goldcountrymedia.com](http://goldcountrymedia.com)  
Photo courtesy of Placer County Museums