

# THE PLACERVILLE HERALD.

SATURDAY MORNING, APRIL 30, 1853.

## OUR DEBUT.

In presenting to our readers and patrons our first number, we are reminded of a long established usage—that of giving a general prospectus of our intentions.

In establishing and conducting the *Placerville Herald*, we assume the Chair Editorial, not entirely as a novice, nor do we arrogate to ourself the ability to conduct a public journal that shall be faultless. But so far as assiduity and an unremitting attention to the matter, tone and moral bearing of its columns, shall conduce to this end, no effort of ours shall be wanting.

Our reasons for establishing the *Herald* in this place are these. The almost unprecedented growth, not only in extent, but in prosperity, of Placerville, its suburbs and the smaller towns immediately adjoining, calling, as we believe, for some additional medium through which our and their position, advantages, resources and wants, may be made known to the citizens of other portions of our State, the United States East, and to the whole world.

The high position that Placerville has attained, as the great center of the gold mining region of California, and consequently of the gold trade from first hands, which position it is as sure to maintain, calls loudly for a more full exposition of its importance. And while it shall be our constant aim, by every honest endeavor, to advance the interests of Placerville and El Dorado County generally, we shall not be unmindful of the duty we owe to the advancement of the mining, lumbering, agricultural and commercial interests of the entire State.

The *Herald* will contain from week to week, a general summary of all the important news from the Eastern States, South America, Europe, Asia, Africa, Australia and the "Islands of the Sea."—There will also be issued from time to time, a

## TO THE READERS OF THE "HERALD."

It is well known to very many of our citizens, that for the last two months, arrangements have been in progress for publishing a new paper in Placerville, that in its political complexion should be Democratic. The project was undertaken solely because we believed that the greatly increasing trade and prosperity of our city and county, would fully warrant the publication of two papers or public journals in Placerville, and that both, if well conducted, would be well supported.

Unavoidable delay, caused by the non-arrival of the clipper "Grey Feather" with our Press, prevented the *Herald's* earlier appearance. In the meantime, and while we were making every possible arrangement in our power to forward the enterprise, Mr. W. S. Fleming, an employee in the office of the "El Dorado News," made application personally for a situation in our office as a compositor, stating his reasons for so doing. We gave him every encouragement that we possibly could under the then existing circumstances. On the evening of the 19th of March, Mr. Fleming again called and inquired in regard to the time when the *Herald* would probably appear, and was told by us in person that our type and material were purchased, that as soon as the "Grey Feather," then over due, should arrive with our Press, but a few days would elapse before its issue. The next morning, Sunday, March 20th, Mr. Fleming issued his Prospectus for the *Placerville Appeal*, as a Democratic paper, and on Thursday, March 31st, the first number appeared.

Mr. Springer, of the *El Dorado News*, has frequently asserted that two papers could not be supported here, that one or the other must and should go down. We only differed with him in opinion, and hoped to succeed in our humble efforts to furnish to the people of Placerville, of El Dorado county, and the State of California generally, a paper that would be a valuable, acceptable and desirable medium for the diffusion of interesting, local and foreign intelligence.

As a reader, it is our duty to be satisfied with its welfare and to be adorned with more. And while the energy of our occupations is not but admiring population, it would be but now is, the and wealth.

But without this steady it would be an increase in the place. Any vance the on est, is the one and encoura, pride in the ville.

If the fore that the "S abundance of particularly summer, also opening new is an enterpr acter, should aided by eve can or will d mining popu are careless c nance, witho made availa ditch and cas tend to say t