

COMMUNICATIONS.

JOHN GORE : PUBLISHER.

IN a paper entitled: "Liverpool's First Directory", read to this Society and later separately published in book form, the late George T. Shaw wrote: "I had hoped to place on record here some account of this man [John Gore], but I have not been able to obtain any details of his life." John Gore was probably the son of William Gore (son of Thomas Gore, linen-draper), baptized at Key Street chapel, Liverpool, on June 15, 1712. Tradition affirms that he opened a small bookseller's shop in 1755 at the corner of Dale Street and Castle Street. The Liverpool poll-book for 1761 shews him at this address, but described as a merchant's clerk. In the entry in the Key Street chapel register recording the baptism of his daughter Elisabeth, 26 April 1763, he is shewn as "John Gore, bookseller in Dale Street", and is also shewn as "bookseller" in the list of subscribers to the *American Negotiator*, published in London in the same year. Gore was a member of the Amiable Society at Liverpool in 1759, and later became secretary.

It is not generally noticed that the first number of his weekly journal, "The Liverpool General Advertiser; or The Commercial Register," published 27th December, 1765, was issued gratis. The genesis of this periodical, which survived for more than a century, is to be found among the Home Office records, where there is an entry in the Warrant Book for 1760-1766 recording the licence granted for the printing of the paper, which is described as "a periodical work entitled The Liverpool Commercial Register containing original essays on commercial and general subjects." The Licensees were: "William Everard, of Liverpool in the Co. of Lancaster, gentleman; John Gore, of the same place, bookseller; and John Payne of Paternoster Row, London, bookseller." The second issue of the paper came out on 3rd January, 1766, and bore the caption: "By His Majesty's Authority given at St. James".

It is necessary to correct a bibliographical error contained in the preface to Mr. George T. Shaw's reprint of the First Directory, 1766, in which he gives a list of the early Liverpool directories, and opposite the item for 1773, states :

Only one copy of the original issue of this directory is known, and it wants a title-page. It is in the possession of Messrs. J. Mawdsley & Son, Liverpool. The contents do not indicate the exact date of this publication, and the date 1773 has been written at the top of what is, in the absence of the title-page, the first page. A comparison with the earlier directories and the issue for 1774 justifies me in thinking that it was published between 1769 and 1774.

This directory, with missing title-page, is now in the custody of the City Librarian, Liverpool, and when publishing a reprint of it in 1931, Mr. Shaw referred to the notice which appeared in the General Advertiser for 25th June, 1773, when John Gore pleaded for householders and subscribers to furnish him with the numbers of their houses (as a result of a numbering ordered by the Parish Vestry in April 1773) so that he might insert these numbers in the forthcoming new edition of the directory. Mr. Shaw then went on to state that "the numbers of the houses were not given in the 1773 directory." Nor could they be, for the simple reason that there is not a shred of evidence that the 1773 edition of the Liverpool Directory ever existed. It is certain that Gore would not be compiling a directory for 1773 as late as June of that year. The directory under notice in possession of the City Librarian is obviously the Liverpool Directory for 1772—not listed by Shaw. This was firmly published by John Gore, as noticed in Williamson's Advertiser for 28th August, 1772 :—

This day is published Gore's LIVERPOOL
 DIRECTORY for the Year 1772.

This, of course, did not shew the numbered houses, and it was not until 1774 that the numbers appeared for the first time.

Thus, Mr. Shaw's reprinted Directory should bear the title :
 "1772" and not "1773".

ARTHUR C. WARDLE.