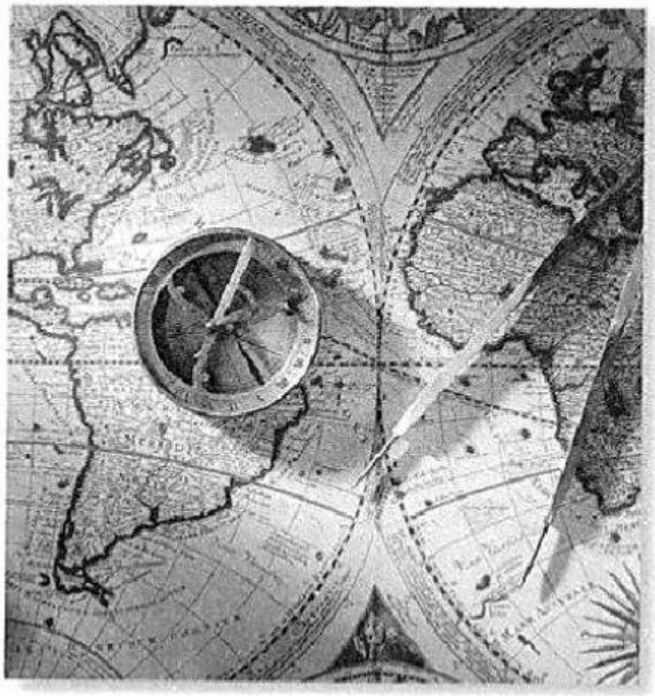
Gapped text

You are going to read an extract from a magazine article. Six paragraphs have been removed from the extract. Choose from the paragraphs **A–G** the one that fits each gap **(1–6)**. There is one extra paragraph which you do not need to use.

The house of maps

The world of geography owes a big debt to Stanfords, suppliers of maps to the world for over 160 years. Peter Whitfield traces the company's early history.

During the winter of 1887, art critic John Ruskin wrote to a well-known London shop for help: *Gentlemen, have you any school atlas on sale at present without railroads in its maps? Of all the entirely odd stupidities of modern education, railroads in maps are infinitely the oddest to my mind*. The recipient of this rather strange appeal was the firm of Edward Stanford, the map-seller who had made himself pre-eminent in his field.



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All this started when the first Edward Stanford launched his business in 1853, taking over the map shop of Trelawney Saunders in Charing Cross, London. He had left school at 14 to learn printing, moving on to work in a number of shops before going to work for Saunders in the map trade. Of course there were trade rivals but what put them ahead was Stanford's recognition that the 19th century was experiencing a rising demand for maps of all kinds for a variety of purposes.

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Of the personality of the first Edward Stanford we know little, but his son, the second Edward Stanford who became head of the firm in 1882, emerges more clearly, thanks to the survival of both business and personal papers. In his business letters he made it clear that *Stanfords* was no mere shop, but a service for gentlemen governed by gentlemen. His correspondents included some of the outstanding geographers of the age, many of whom commissioned *Stanfords* to make maps for them.

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It was under the second Stanford's direction that the firm's publishing programme reached its high point. This was the *Stanford's London Atlas of Universal Geography*, first issued in 1887, containing almost 100 detailed maps. As a textual companion to the atlas, the firm also published the magnificent *Stanford's Compendium of Geography and Travel*, a six-volume encyclopaedia of geography that was written by a team of first-class scholars.

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This could only be of benefit to sales and the rewards were substantial. Stanford prospered, the business was entirely his own and he spent its profits freely. He sent his three sons to Oxford University, bought a large villa in a London suburb and invested in the stock exchange. This prosperity was a world away from the lowly tradesman's upbringing his father had known in the 1830s. A reversal of fortune, however, was soon to come.

5	6
He would have been relieved to know that all three sons survived and that the third Edward Stanford returned from the Middle East to become director of the business. But a historical and social chasm had opened up between the pre-war world and the 1920s. The family's earlier prosperity, a university education and the army had transformed the mental horizons of the Stanford children: they lost their enthusiasm for trade and preferred their lives as officers and gentlemen.	However, this freed *Stanfords* to concentrate on retailing instead and, finally, to take advantage of the revolution in travel that began to gather pace in the late 1960s. The package tourist heading for the beaches has little use for maps, but for the independent traveller, maps are essential companions. By importing maps from the four corners of the globe, *Stanfords* has maintained its unique role as a leader in mapping and travel literature, even though this material is no longer published by *Stanfords* itself.

A Local governors, railway or mining engineers, newspaper editors and tourists all increasingly required them, and within a few short years of his appointment at the shop, Stanford had initiated a map-publishing programme that would become the most comprehensive in England. After securing the rights to sell official maps produced by overseas and colonial survey authorities, he set about reducing all of this detailed survey information into a range of individual smaller-scale accurate and up-to date maps.

B In contrast to his dealings with these figures, there were the day-to-day arguments with resentful trade rivals and tedious officials, not to mention insolent customers. On more than one occasion Stanford writes that he is verbally abused when he asks for overdue payments.

C Alongside these achievements, the Stanford name was synonymous with the maps of Ordnance Survey but they also acted as sales agent for many other official bodies, including The Royal Geographical Society and the War Office. Its role as distributor of these official survey maps gave the business a unique status, reinforcing the perception that its own maps must be authoritative and accurate.

D Consequently, some vital energy seemed to desert the business: the golden age of Stanfords' map publishing was over, and the firm was ill-equipped to survive the years of economic depression ahead. The struggling business was eventually sold to George Philip and all Stanfords' map-making activities were absorbed into those of the parent company.

E Whether you sought an Ordnance Survey map of an English county or the goldfields of South Africa, such a reputation meant that Stanfords was always the first port of call. Over 160 years later, Stanfords continues to flourish as a map-seller, and is still renowned for its small but intriguing role in Britain's political and social history.

F The First World War was to all but eliminate the firm. Many of its staff became soldiers; private foreign travel virtually halted overnight; and all three of Stanford's sons were commissioned as junior officers. The effect was catastrophic and the strain on the ageing 'governor' proved fatal: when he died the firm was deep in debt and its future looked dark.

G This was a risk that Stanford was willing to take. Their property was rebuilt and reopened at Covent Garden with a splendid new showroom and space for all the cartographical and printing work on the floors above.