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https://www.100test.com/kao_ti2020/158/2021_2022_10_E6_9C_88_E8_87_AA_E8_80_c67_158541.htm III. Reading Comprehension

Many of today ' s most trusted sales techniques were invented over a century ago by a young merchant named Eaton in Toronto. When he was young, Eaton worked briefly with his brothers in small-town stores. In 1869, he set up his own shop in downtown Toronto. He had many competitors, but he was also ambitious and had a plan for success. He offered a unique style of trade, but as was expected, all the other shopkeepers laughed at him, believing he would eventually fail. However, Eaton was not a man to be easily defeated. he came up with a brand new notion of business ? “ Goods satisfactory, or money refunded. ” He sold all his goods at fixed prices and only for cash. With a sharp sense of what the public wanted, he went out of the way to meet their needs. His business grew rapidly. He set up new branches and started mail order service that allowed people to buy from a list of his goods. Eaton ' s list advertisements of his day was the first of its kind. It was distributed and read all over the country. It was the only way to access good-quality goods at reasonable prices for people living far away from big cities. It became part of their life. They even called it The Wishing Book. The secret of the list ' s success was that Eaton gained the respect of his customers. they trusted him for good prices and quality goods. Probably because he remembered his miserable early days in Ireland, Eaton thought much of the welfare of his employees: better working conditions, shorter weekday hours

than his competitors and Saturday afternoons off in the summer. In all this, he was a leader. (2006年4月) 1. The best description of Eaton is that _____. A. he was the richest merchant in Toronto B. he was a successful technical inventor C. he introduced new sales practices D. he changed people's ideas about businessmen 答案在第一段第一句；sales techniques were invented，这是主旨句，全文都围绕它进行 2. Eaton's success lay primarily in that _____. A. he sold only good quality goods B. he was the first person to provide good service C. he treated his employees better than any of his competitors D. he won respect from his customers 细节题，原文中可以找到答案，在第三段：The secret of the list's success was ... 3. From the passage we can infer that _____. A. Eaton invented the idea of the internet shopping B. Eaton drove other businessmen to failure C. Eaton never sold his goods on credit D. Eaton was defeated by his rivals 推断题，可以从第一段的最后一句中推出 4. The best title for this passage is _____. A. Good Goods, of Money Refunded B. Eaton, a Sales Inventor C. Customers' Respect, a Secret of Success D. Eaton's list, a Welcome Event in Sales History 全文主旨，第一句也可以看出 5. Eaton's List was important to people on farms because it was a convenient way of getting _____. A. good-quality goods at reasonable prices B. goods at unreasonable prices C. good-quality goods at unreasonable prices D. poor-quality goods at reasonable prices 细节题，答案在第三段第三句：It was the only way to access good-quality goods... IV. Word Spelling 1. 获胜者，优胜者 n. w_____ winner 2. (使)枯萎，凋谢 v. w_____ wither 100Test 下载频道开通，各类考试题目直接下载。详

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