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https://www.100test.com/kao_ti2020/476/2021_2022_2008_E5_85_ AC_E5_85_B1_c67_476041.htm A man once said how useless it was to put advertisements in the newspapers. "Last week," said he, "my umbrella was stolen from a London church. As it was a present, I spent twice its worth in advertising, but didnt get it back." "How did you write your advertisement?" asked one of the listeners, a merchant. "Here it is," said the man, taking out of his pocket a slip cut from a newspaper. The other man took it and read, "Lost from the City Church last Sunday evening, a black silk umbrella. The gentleman who finds it will receive ten shillings on leaving it at No. 10 Broad Street." "Now," said the merchant, "I often advertise, and find that it pays me well. But the way in which an advertisement is expressed is of extreme importance. Let us try for your umbrella again, and if it fails, III buy you a new one." The merchant then took a slip of paper out of his pocket and worte: "If the man who was seen to take an umbrella from the City Church last Sunday evening doesnt wish to get into trouble, he will return the umbrella to No. 10 Broad Street. He is well known." This appeared in the paper, and on the following morning, the man was astonished when he opened the front door. In the doorway lay at least twelve umbrellas of all sizes and colours that had been thrown in, and his own was among the number. Many of them had notes fastened to them saying that they had been taken by mistake, and begging the loser not to say anything about the matter. 65. This passage mainly tells us about . how to make

an effective advertisement how to find the lost umbrella how the man lost his umbrella how skillful the man was 66. According to the first advertisement, anyone who found the umbrella should . leave a message to the man leave it in the City Church phone the man who lost umbrella leave it at No. 10 Broad Street 67. The merchant advised the man to . write another and better advertisement get one from others in return look for it himself report to the police 68. The sentence "If it fails, III buy you a new one" implies that . he knew who took the umbrella he was certain that the man would get his umbrella back he had enough money to buy a new one he was not sure of the successful result A layer (层) of air surrounds our earth completely. We call it the atmosphere (大气层,气氛). Without the atmosphere, we shall not be able to live on the earth. There will be no air for us to breathe. The earth will be very, very hot in the day and very, very cold during the night. Air is all round us. It is around us as we walk. When we sit down, it is around us. When we go to bed, air is also around us. We live in air. All living things need air. Living things cannot live without air. We can go without food or water for a few days, but we cannot live for a few minutes without air. We breathe in air. We need air in order to live. Do you know that fires too need air in order to burn? If there is no air, you will not be able to make a fire. We know that air is around us everywhere. We cannot see air but we can feel it. Simple experiments will show that air occupies space and has weight. 69. Which of the following is not mentioned in the passage? We live in air. Air is atmosphere. We breathe in air. Air is a mixture (混合物,混杂). 70. The passage tells

us that air is atmosphere. just the same as quite different from very much like something like 71. The best title (标题) for this passage would be . Air Air Surrounds Our Earth All living Things Need Air How Important Air Is 100Test 下载频道开通,各类考试题目直 接下载。详细请访问 www.100test.com