



大学英语课程指导研究小组 组编

# 大学英语 分级测试题库

- 本题库根据《大学英语1—4级通用词汇表》及四六级考试新题型设计而成。
- 本题库的难易度与目前流行教材——《大学英语》（修订版、全新版）、《新视野大学英语》、《21世纪大学英语》、《新编大学英语》等同级教材一致。
- 题库涵盖了以上流行教材的共用考纲词汇，可作为大学英语课程验收的考试题库。
- 主要题型包括：听力、词汇与语法、阅读理解、综合填空、汉译英。含：复合式与听写填空、英译汉和简短回答等新题型。
- 内附：测试导引、听力原文及题库答案与详解。

主编 胡智林 谭万成



COLLEGE  
ENGLISH  
级题库

大连理工大学出版社 Dalian University of Technology Press

2003 年最新版

# 大学英语分级测试题库

(四级)

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大连理工大学出版社

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**图书在版编目(CIP)数据**

大学英语分级测试题库(四级)/胡智林,谭万成主编. —大连:  
大连理工大学出版社,2002.8(2003.6重印)

ISBN 7-5611-2051-6

I. 大… II. ①胡… ②谭… III. 英语—高等学校—水平  
考试—试题 IV. H319.6

中国版本图书馆 CIP 数据核字(2002)第 926802 号

大连理工大学出版社出版

地址:大连市凌水河 邮政编码:116024

电话:0411-4708842 传真:0411-4701466 邮购:0411-4707961

E-mail:dlutp@mail.dlptt.ln.cn URL: <http://www.dlutp.cn>

大连理工印刷有限公司印刷 大连理工大学出版社发行

---

幅面尺寸:185mm×260mm

印张:13

字数:350千字

附件:磁带2盒

印数:8 001 ~ 14 000

2002年8月第1版

2003年6月第2次印刷

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责任编辑:初 蕾

责任校对:谢玲玲

封面设计:孙宝福

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定 价:48.00元(本册:12.00元)



## 编写说明

跨入 21 世纪,经过全国外语教育家们的不懈努力,我国的大学英语教学迈向了新的台阶。这其中,经外语教育家们博采众长,精心打造的一系列精品教材为外语教学的蓬勃发展打下了坚实的基础,也为广大师生的授课与学习提供了宽泛的选择余地。这些教材包括:《大学英语》修订版、全新版;《21 世纪大学英语》;《新编大学英语》和《新视野大学英语》等。为使广大学生更好地消化理解这些教材内容,巩固所学基本知识并顺利通过各级教材的期末考试,我们针对课堂教学中的难点和各级教材验收考试当中的重点进行分析和归纳。在此基础上依据国家标准题库、按照四六级最新题型将这些难点和重点分散到“大学英语分级测试题库(1—4 级)”中,以方便学生平时自测和期末模拟备考使用。在编写过程中参考了原国家教委颁布的《大学英语教学大纲通用词汇表》(1—4 级)的要求,并采用了大学英语考试委员会 1997 年使用的新题型。所以本题库同样符合大学英语四级考试的要求。

本系列自测题库从一级到四级遵循由易到难的原则编排,每级都由两大部分组成:Paper One 和 Paper Two。每套试题设计为标准分 100 分,平均由 110 个小题组成。

### ▲各级题库主要编写内容

**一级题库:**共 10 套试题,包括——听力(含对话、短文)、词汇与语法结构(含单项选择题和选词填空题)、完形填空、阅读理解和汉译英。

**二级题库:**共 10 套试题,包括——听力(含对话、短文)、词汇与语法结构(含单项选择题和选词填空题)、完形填空、阅读理解和汉译英。

**三级题库:**共 10 套试题,包括——听力(含对话、短文、听写填空)、词汇与语法结构、完形填空、阅读理解(含简答)和英语写作。

**四级题库:**共 10 套试题,包括——听力(含对话、短文、复合式听写)、词汇与语法结构(含单项选择题和选词填空题)、完形填空、阅读理解(含简答)和英语写作。

### ▲各级题库主要编写特色

与同类书相比,本题库具有以下特色:

#### 1. 针对性强

参加题库编写的教师都是现行教材一线的授课骨干,有着一轮、甚至是几轮的教学实践,十分熟悉教材的重点、难点以及学生的困难点。所以,他们能针对学生应该掌握的基本知识和技能来设计试题。



## 2. 仿真性强

本题库的编排体例参考了当今各种现行教材的练习试题、国家级考试题库相关题型以及四六级考试最新题型的编写方式,具有较强的仿真性。10套试题中的主、客观题的设计也参考了各种现行教材的验收测试内容,将其按一定比例科学分配到每套试题中。

## 3. 覆盖面大

为了扩大本系列题库的使用范围,我们收集了目前流行教材中的共核考纲词汇,这些词汇基本汇集了四六级考试中词汇试题的主要考点。我们将其编成题,分配到每套试卷中。这些共核考纲词汇主要涵盖在《大学英语》(全新版、修订版)、《新视野大学英语》、《21世纪大学英语》和《新编大学英语》等教材中,对于学习这些教材的学生来说,学习和掌握考点词汇能起到事半功倍的作用。

## 4. 题材广泛、新颖,有时代感

本题库试题素材大多选自新近出版的英文报刊、杂志和网络英语,因而,语言原汁原味,十分地道,可读性强、信息性强、时代感强。题材内容包括社会热点、新闻人物、历史、现代医学和现代科技等。覆盖面广、新奇性和趣味性较强。

## 5. 实用性强

本题库试题的听力材料与大众日常生活相贴切,主要从各类广播、会议、演讲以及讲座等口语素材中筛选,因此,真实感强,易于模仿。此外,每套试题后都设计了答案解析,包括:考点分析、解题思路和误区点津等。这些内容从正向、逆向各个角度对学生的解题思路进行点拨,与其他同类试卷相比具有较强的实用性。

相信广大学生通过对本题库的自测实践,会对您的备考有极大的帮助,祝各位学生学习进步,取得好成绩!

编 者

2003年5月



## 测试导引

本系列自测题库从一级到四级遵循由易到难的编写原则,每级都由两大部分组成:Paper One 和 Paper Two。每套试卷设计为标准分 100 分,平均由 110 个小题组成。考虑到自测的实际需要,本系列题库不在每个单项上设计具体答题时间,由学生自由掌握时间,灵活答题,但全套试卷的答题时间不得超过 120 分钟,否则自测无效。

### 四级题库结构与说明

#### Paper One

Paper One 由 60~65 分客观题组成,分别是听力理解(Listening Comprehension)、词汇与结构(Vocabulary and Structure)、完形填空(Cloze)和阅读理解(Reading Comprehension)。题型的设计参考了四六级考试的试卷和大学英语期末统考试卷的编排方式,但略有不同。具体编排方式如下:

► **听力理解**:(20 分),每题 1 分。由两部分组成。

**Section A:** 有 10 个对话(short conversation),对话部分内容涉及:地点和场所、计划和打算、观点、态度和语气、数字和计算、交通和工具、职业和关系、释意和替换、原因和结果、请求和建议。在每个对话结束后针对刚才说过的内容问一个问题。问题和对话都只读一次。每个问题之后,会有一个停顿,在停顿期间,你必须读完四个选项,并决定哪一个是正确答案。

**Section B:** 设计成两种形式,十套卷中各出 5 种,交替出现:

(1) 三篇短文或对话,每篇字数平均在 200 字左右。在短文或对话结束之后针对短文或对话内容问 3~4 个问题,涉及细节、词义、原因、地点、时间、计算、方式、人物、时间等,也就是常说的 6Ws(what, why, where, which, who, when)和 how。短文或对话和问题都只读一次。每个问题之后,会有一个停顿。在停顿期间,你必须读完四个选项,并决定哪一个是正确答案。

(2) 一篇听写(Spot Dictation)文章,平均在 200 字左右。每篇文章设计 10 个空,按正常语速读三遍。读第 1 遍时,你应该对文章的总体思想有所了解;读第 2 遍时,你应该在空缺处填上所缺的单词;读第三遍时,对你所写的内容进行检查,以保无误。



► 词汇与结构:(20分),每题0.5分。由三部分组成。

**Section A:** 词汇题,共15个题。包括名词、动词、形容词、副词等的词义辨析,短语动词、名词或形容词与介词的固定搭配以及习惯用语、形近词或同根词以及派生词辨析等。

**Section B:** 语法结构题,共10个题。内容涉及介词、连词、形容词或副词的比较级或最高级、非谓语动词形式(不定式、现在分词、过去分词)、强调句、时态、情态动词与完成时、倒装、虚拟语气、独立主格结构、主谓一致、定语从句或状语从句以及固定搭配等。

**Section C:** 改错题,共5个题。包括搭配、主谓一致、单复数的使用、时态、语态等。

► 完形填空:(10分),共20个题,每题0.5分。编写要求大部分为词汇与结构,部分内容需要根据上下文填写相反的词义。

► 阅读理解:(15分),各3篇文章,共15题,每题1分。

题型包括:主旨题(中心思想、文章标题、结论);推理题(词义推理、细节推理、态度、语气、观点);细节题(词语解释、正误判断)等。

## Paper Two

第二部分全部是主观题,编排体例参考了各种现行教材的练习、国家级考试题库相关题型以及四六级考试主观题的编写方式,仿真性较强。具体分配如下:

► 词汇题:(5分),共5小题,考查派生词。

► 语法题:(5分),共5小题,根据括号中的中英文提示完成句子,考查对语法知识点和固定短语或结构的掌握。

► 完形填空:(5分),共10个空,答案在所给的15个词中选,必要时对所给的词做适当的改动。

► 阅读理解:(10分)设计成5个小题,或是英译汉,或是简答题,每题2分。英译汉或简答题各设5篇,交叉出题。

► 英文写作:(15分)就所给的英文或中文提示写出一篇120~150词的作文,作文题目基本是围绕校园学生生活或与学生家庭等有关的内容。



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## Level Test (1)

### Paper One

#### Part I Listening Comprehension (20 points)

##### Section A

**Directions:** *In this section, you will hear 10 short conversations. At the end of each conversation, a question will be asked about what was said. Both the conversation and the question will be spoken only once. After each question there will be a pause. During the pause, you must read the four choices marked A), B), C) and D), and decide which is the best answer. Then mark the corresponding letter on the Answer Sheet with a single line through the centre.*

##### Example:

**You will hear:**

**M:** Is it possible for you to work late, Miss Grey?

**W:** Work late? I suppose so, if you really think it's necessary.

**Question:** Where do you think this conversation most probably took place?

**You will read:** A) At the office.

B) In the waiting room.

C) At the airport.

D) In a restaurant.

From the conversation we know that the two were talking about some work they had to finish in the evening. Therefore, A) "At the office" is the best answer. You should choose answer A) on the Answer Sheet and mark it with a single line through the centre.

Sample Answer ~~[A]~~ [B] [C] [D]

- |   |                                |
|---|--------------------------------|
| 1. A) He relax a while.                           | B) She keep him from harm.     |
| C) He take the rest.                              | D) He smile for the camera.    |
| 2. A) A doctor they know.                         |                                |
| B) The woman's health.                            |                                |
| C) A new medicine for headaches and sore throats. |                                |
| D) The changeable weather.                        |                                |
| 3. A) He should run more.                         | B) He asks too many questions. |
| C) He wants to be president.                      | D) He has a good imagination.  |
| 4. A) One   | B) Three                       |
|   | C) Four                        |
|   | D) Five                        |



5. A) At 9:15                      B) Before 9:15                      C) At 9:30                      D) Before 9:50
6. A) They are talking about their family.                      B) One is interviewing the other.  
C) They are having a chat.                      D) One is asking the other's background.
7. A) Go to the movies.                      B) Go to Boston to see her sister by train.  
C) Go to meet her sister at the station.                      D) Drive to send her sister to the station.
8. A) He enjoys reading letters.                      B) He has been job-hunting.  
C) He is offering the woman a job.                      D) He is working for a company.
9. A) The woman feels sorry for the man.                      B) The man is a member of the staff.  
C) The area is for passengers only.                      D) The woman is asking the man to leave.
10. A) Ask Tom to send an invitation.                      B) Get the Johnson's address.  
C) Invite Tom to the party.                      D) Tell Tom to pick up the Johnsons.

### Section B

**Directions:** In this section, you will hear 3 short passages. At the end of each passage, you will hear some questions. Both the passage and the questions will be spoken only once. After you hear a question, you must choose the best answer from the four choices marked A), B), C) and D). Then mark the corresponding letter on the Answer Sheet with a single line through the centre.

#### Passage 1

Questions 11 to 14 are based on the passage you have just heard.

11. A) Wealth.                      B) Health.                      C) Habit.                      D) Disease.
12. A) Realize their dreams.                      B) Go out to work.  
C) Make much money.                      D) Work efficiently.
13. A) Get up early to take in fresh air.  
B) Do exercises every day.  
C) Go to doctors for examination regularly.  
D) Strengthen out muscles.
14. A) Many people believe that wealth is as important as health.  
B) Good health is helpful to one's career.  
C) Being poor is closely related to being ill.  
D) Those who are ill may have a particular opinion of the world.

#### Passage 2

Questions 15 to 17 are based on the passage you have just heard.

15. A) College students.                      B) American youth.  
C) American population.                      D) American families.
16. A) 17 million.                      B) 7 million.                      C) 107 million.                      D) 70 million.
17. A) Making a better life for all people.                      B) Making a better life for themselves only.



- C) Making trouble in their families.      D) Making trouble in society.

**Passage 3**

*Questions 18 to 20 are based on the passage you have just heard.*

18. A) To drive the car automatically.      B) To measure the driver's pulse.  
C) To prevent car accidents.      D) To monitor the driver's health.
19. A) It sends out signals for help.      B) It sounds an alarm to warn the driver.  
C) It takes over the driving immediately.      D) It stops the car automatically.
20. A) It monitors the signals transmitted from the driver's brain.  
B) It can measure the driver's alcohol level in the blood.  
C) It can quicken the driver's response to emergencies.  
D) It bases its analysis on the driver's heart beat.

**Part II Vocabulary and Structure (15 points)****Section A**

*Directions: Each of the following sentences is provided with four choices. Choose the one that best completes the sentence. (7.5 points)*

21. The movie had a great \_\_\_\_\_ on the audience.  
A) stroke      B) impact      C) affection      D) attraction
22. Mr. Parkins was told time and again to \_\_\_\_\_ smoking but he just wouldn't listen.  
A) cut through      B) cut off      C) cut down on      D) cut away
23. Though he is only a five-year-old boy, his imagination is \_\_\_\_\_.  
A) fertile      B) furtive      C) frank      D) furious
24. The new law will go into \_\_\_\_\_ at once.  
A) act      B) operation      C) schedule      D) effect
25. The scientist has made a new \_\_\_\_\_ in the treatment of cancer.  
A) outbreak      B) breakthrough      C) breakout      D) breakdown
26. It is really \_\_\_\_\_ of you to help me with my homework.  
A) thoughtful      B) kindness      C) considerable      D) honest
27. It is reported that the jobless total will \_\_\_\_\_ to 5.5 million by the end of this year.  
A) soar      B) roar      C) sore      D) tore
28. I wanted to go out, but I had no money. I had no \_\_\_\_\_ to staying at home.  
A) choice      B) option      C) alternative      D) selection
29. In the United States a large number of people buy \_\_\_\_\_ Christmas trees instead of real ones.  
A) fake      B) false      C) sham      D) artificial
30. By law, when one makes a large purchase, he should have \_\_\_\_\_ opportunity to change his mind.



- A) accurate      B) urgent      C) excessive      D) adequate
31. It is said that the teacher seems \_\_\_\_\_ towards bright students.  
A) partial      B) beneficial      C) preferable      D) liable
32. Mary began to clear up the \_\_\_\_\_ as soon as the party broke up.  
A) mess      B) trouble      C) confusion      D) destruction
33. The inconvenient traffic of the city is likely to \_\_\_\_\_ people from making investments.  
A) decrease      B) discourage      C) disturb      D) reduce
34. The newest satellite can \_\_\_\_\_ a thousand telephone conversations and a color TV program at the same time.  
A) extend      B) bring      C) carry      D) take
35. I don't think you could \_\_\_\_\_ another night without sleep.  
A) stand      B) reserve      C) support      D) retain

## Section B

**Directions:** Each of the following sentences is provided with four choices. Choose the one that best completes the sentence. (5 points)

36. Not until the concert had begun \_\_\_\_\_ at the theatre.  
A) did he arrive      B) had he arrived  
C) would he have arrived      D) should he have arrived
37. They agreed to accept \_\_\_\_\_ we thought was the right person for the job.  
A) whatever      B) whomever      C) whichever      D) whoever
38. I can't postpone mending the kite \_\_\_\_\_, I'll do it now.  
A) any farther      B) any later      C) any longer      D) no longer
39. "Do the Smiths live next door to you?" "No, but they \_\_\_\_\_."  
A) used to      B) used to living here  
C) were used to do      D) were used to
40. This company, if \_\_\_\_\_, will yield little profit.  
A) is not well managed      B) not well managed  
C) being not well managed      D) having not been well managed
41. It's getting dark, it's high time we \_\_\_\_\_.  
A) are going      B) went      C) must go      D) go
42. You'd better arrange for insurance \_\_\_\_\_ you needed medical treatment.  
A) nevertheless      B) although      C) in case      D) so that
43. I really don't see \_\_\_\_\_.  
A) what is the fun of making such a joke. B) what is the fun to make such a joke.  
C) what the fun of making such a joke is. D) what fun to make such a joke.
44. No agreement was reached in the negotiation as neither side would give way to



- \_\_\_\_\_.
- A) any other      B) another      C) other      D) the other

45. *A Dream of the Red Chamber* is said \_\_\_\_\_ into dozens of languages in the last decade.

- A) to have been translated      B) to translate  
C) to be translated      D) to have translated

### Section C

**Directions:** Each of the following sentences has four underlined parts marked A), B), C) and D). Identify the one that is not correct. (2.5 points)

46. The girl is always absent-minded while operating the machine; she'll have to pay it.  
A                      B                      C                      D

47. The kind of work a person does determines in a great extent the kind of life he lives.  
A                      B                      C                      D

48. Swarms of cattle could be grazed on these fertile plains.  
A                      B                      C                      D

49. With an initial investment of only twelve thousand dollars, both partners have increased their money at two thousand.  
A                      B                      C                      D

50. This book focuses on cultural differences between Chinese and western world which can create misunderstanding if ignoring.  
A                      B                      C                      D

### Part III Cloze (10 points)

**Directions:** Each blank in the following passage is provided with four possible choices. Read the whole passage and choose the best answer for each blank.

This is the Student Guide to having a Party—It is said to be the “done thing” to have a party at some stage of your university life so (51) \_\_\_\_\_ it's a night to remember (or not remember). Preparing a student party is a complex and (52) \_\_\_\_\_ task but The Complete Student is here (53) \_\_\_\_\_ to help you (54) \_\_\_\_\_. Make your party the (55) \_\_\_\_\_ student party of the year!

Picking the perfect night is the (56) \_\_\_\_\_ thing you should do before the BIG night. (57) \_\_\_\_\_ your party to be a success you REALLY need to pick the perfect night (58) \_\_\_\_\_ to have it. Pick a night when every one of your mates have got money and are likely to be out. Your best (59) \_\_\_\_\_ is to plan for about 2 weeks (60) \_\_\_\_\_ so people don't forget you're having (61) \_\_\_\_\_ and you've got bags of time to prepare. If (62) \_\_\_\_\_ a weekend night then you're on for a winner because everyone is (63) \_\_\_\_\_ so people can come back when the pubs have closed.

The next thing you (64) \_\_\_\_\_ forget is to tell ALL your friends in your class. The



key to a good party is (65) \_\_\_\_\_ there! If no one (66) \_\_\_\_\_ then it's a big "thumbs down" for your (67) \_\_\_\_\_. Make sure you tell EVERYONE that you're having a party, where the party is and when it's (68) \_\_\_\_\_. Get all your friends to tell their friends and then their friends. The more people the better. You could also send out (69) \_\_\_\_\_ to people to make sure they (70) \_\_\_\_\_ forget.

- |                      |                   |                  |                   |
|----------------------|-------------------|------------------|-------------------|
| 51. A) see it        | B) reassure       | C) make sure     | D) be sure of     |
| 52. A) delicate      | B) dedicated      | C) accomplished  | D) representative |
| 53. A) second times  | B) again once     | C) once again    | D) over again     |
| 54. A) with          | B) for            | C) by            | D) out            |
| 55. A) toughest      | B) ultimate       | C) most ultimate | D) funny          |
| 56. A) last          | B) best           | C) first         | D) very           |
| 57. A) In order for  | B) In order to    | C) In order that | D) In order of    |
| 58. A) for which     | B) for that       | C) on that       | D) on which       |
| 59. A) opinion       | B) idea           | C) bet           | D) step           |
| 60. A) ago           | B) ahead          | C) in store      | D) on advance     |
| 61. A) that          | B) party          | C) one           | D) once           |
| 62. A) on            | B) it's           | C) that's        | D) at             |
| 63. A) out and about | B) around and out | C) out and out   | D) about and out  |
| 64. A) must          | B) must not       | C) will need     | D) need not       |
| 65. A) with people   | B) for people     | C) the peoples   | D) the people     |
| 66. A) turns up      | B) comes up       | C) comes out     | D) turns out      |
| 67. A) honor         | B) fame           | C) reputation    | D) memory         |
| 68. A) on            | B) at             | C) to begin      | D) to break up    |
| 69. A) invites       | B) pamphlets      | C) slogans       | D) clips          |
| 70. A) may not       | B) don't          | C) will          | D) not            |

#### Part IV Reading Comprehension (15 points)

**Directions:** In this part there are three passages followed by questions, each with four suggested answers. Choose the one you think is the best answer.

##### Passage 1

Publishing and distributing a mail order ad sheet can be very profitable. They are simple and easy to produce, with most quick print shops able to handle the printing at fairly low cost. The important consideration is that you can use them to pull in advertising dollars for yourself, as a free advertising media for your own products, and as an exchange medium with which to get greater exposure for your own ads.

Before starting an ad sheet, you should plan it all out—decide on an interesting, informative title, choose a masthead, lay out your columns for size, determine if it is to be



a simple  $8\frac{1}{2} \times 11$  single sheet of paper or an  $11 \times 17$  sheet folded in half. You'll also need to know your production cost for the number you intend to have printed, and the postage cost to mail them out.

Most ad sheets start out as single sheets of paper,  $8\frac{1}{2} \times 11$ , printed on both sides.

Usually, the front side is divided into three equal columns about  $2\frac{1}{4}$  inches wide, with a  $\frac{1}{2}$  inch margin from the edge of the paper on both sides and top and bottom.

Assuming that the space occupied by your title, masthead and listing of rates for advertisers interested in placing an ad with you is two inches deep, this leaves you about 24 inches of advertising space to sell on the front side. Figuring a cost of \$50 for 1,000 copies of such an ad sheet, printed both sides, and a third-class bulk-rate postage of \$110, this means that your 24 inches of ad space will have to be sold at a rate of \$6.25 each in order to break even. This means:

You have to sell all of the ad space on the front of your ad sheet at \$6.25 per ad and then expect to make your profits from the sale of the back side of your ad sheet. Actually, it would be feasible to charge \$7.00 per inch for the space on the front side, and carry your own full page ad on the back side. At any rate, don't box yourself into a loss situation where you can't afford to place your own ads in your ad sheet.

You get ads by making up an advertising solicitation sales letter and sending it out to as many mail order dealers as you can find. You can also run ads in other people's publications, inviting the readers to check with you regarding placement of an ad in your publication. And of course, you'll be wanting to work out some exchange advertising deals (whereby another publisher runs your ad in his publication, and you run his in exchange). From the experience of many, many publishers, this can be one of the most effective ways of getting your ads run, at low/no cost, and it is recognized to be successful in the field of Mail Order.

71. The important thing to distribute a mail order ad sheet is \_\_\_\_\_.

- A) pull in advertising dollars for yourself
- B) decide on an interesting, informative title, choose a masthead
- C) lay out your columns for size
- D) to handle the printing at fairly low cost

72. You should get full information about \_\_\_\_\_ before starting an ad sheet.

- A) a masthead
- B) columns for size
- C) exposure for your own ads
- D) the expense you have to do it

73. To start out as single sheets of paper, room has to be \_\_\_\_\_.

- A) printed on two pages
- B) divided into three equal columns



- C)left from side to side  
D)left around four sides of the pages
74. You can make a profit by \_\_\_\_\_ .  
A)figuring a cost of \$ 50 for 1,000 copies of each an ad sheet  
B)selling the 24 inches of ad space  
C)the sale of the back side of your ad sheet  
D)printing ads on both sides
75. The successful ways in the field of Mail Order is \_\_\_\_\_ .  
A)to make up an advertising solicitation sales letter  
B)to work out some exchange advertising deals  
C)to send it out to many mail order dealers  
D)to run ads in other people's publications

### Passage 2

You probably won't be able to fill up all of your available ad space with paid ads until you are well established—but no problem—first you fill your ad space with paid ads, and then you fill in the empty space with ads of your own. Some beginning advertisers fill a part of their empty space with complimentary ads for other mail order operators, send them a copy of the issue in which the complimentary ad appears, and invite them to continue the ad on a “paid” basis from there. Many of them will appreciate the favor and send you a check or money order to continue running the ad.

If you undertake the publication of an ad sheet, be sure to consider the possibilities of sending out 100 to 1,000 copies of your ad sheet to other mail order operators to rubber stamp their names/addresses as co-publishers and mail out for you. Thus, if you had 50 other mail order operators sending out 100 copies each of your ad sheet, you'd be talking about a circulation of 5,000 copies plus the number of copies you mail out. If you can get this kind of program going, you'll quickly build your reputation as well as your circulation, and at the bottom line, your profits.

Some ad sheet publishers, once they've established themselves and are putting out an impressive publication, set up distributor networks. Generally, they run ads calling for distributors/dealers and asking for a \$ 5 to \$ 10 registration fee. In reply to the registration application, they send out a letter explaining that each distributor can buy at a half price, so many copies of each issue of the ad sheet, rubber stamp their name on each copy, and send them out as their own. In return, the distributors usually get 50% of the incoming advertising orders, a half-price ad for themselves, and an opportunity to sell subscriptions.

The bottom line relative to becoming a successful ad sheet publisher has to do with keeping your production costs—printing and mailing—as low as possible, while putting out a quality product that other people in the mail order business will want to advertise



in—while at the same time using it as an advertising/selling vehicle for your own products.

My advice is that almost everyone involved in mail order selling should have some sort of ad sheet—if for no other reason than as a means to an end—an advertising vehicle for your own products, an extra income from advertising revenues, and as an exchange media with which to gain greater exposure for your own products in other people's publications. Once you've got an ad sheet, or any kind of publication set up and being seen by other mail order operators, you'll quickly gain stature and a certain amount of prestige.

As with any business, your ultimate success depends on your own feasibility studies, and your "sharp-pencil" planning completed before you order your first issue printed. Think about it, weigh the pro's & con's, then go with your decision.

76. Many other mail order operators will support you if \_\_\_\_\_.  
A) you fill up the ad space with paid ads  
B) you fill up the ad space with ads of your own  
C) you fill a part of the empty space with free ads for them  
D) you invite them to continue the ad on a "paid" basis
77. If you want to be well known and make a fortune, you'd better \_\_\_\_\_.  
A) send out some copies to other operators  
B) rubber stamp their addresses as co-publishers  
C) send out 100 copies of your ad sheet  
D) try out to make a project working
78. In networks, distributors / dealers can \_\_\_\_\_.  
A) put out an impressive publication  
B) buy each issue of the ad sheet at half price  
C) ask for a \$ 5 to \$ 10 registration fee  
D) rubber stamp their name on each copy
79. You should take the advice \_\_\_\_\_ if you did want to gain the position and reputation.  
A) to be involved in mail order selling  
B) to obtain an advertising vehicle for your own  
C) to gain greater exposure in other publications  
D) to set up ad sheet seen by others
80. In the last paragraph, the phrase "pro's & con's" means \_\_\_\_\_.  
A) agreement and disagreement  
B) advantage and disadvantage  
C) gain and loss  
D) benefit and damage