



The top puzzle, shown here at the left, is an example of an American 15X15 grid with the business name, (Benge Reality), showcased in the middle of the grid and the remainder of the puzzle being simply general vocabulary found in most crosswords.

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The bottom example, shown here, not only showcases the name of the business but also includes a few keywords as to the nature of the business, (i.e. "Homes, Property, Lots, Farms, Auctions, Land"). The bottom example is an American 15x15, but is also "standard", meaning the black squares are placed symmetrically in the grid, which is the form used by most newspaper crosswords in the U.S.

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