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Chapter 8- Commercial Speech

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| **Across**  **3.** Type of advertising that has false impression  **6.** Focused on treatment, not on advertising  **9.** Responsible for monitoring & evaluating truth & accuracy of advertisements  **10.** dishonest and fraudulent business dealings | **Down**  **1.** has multiple ways and powers to prevent or remedy deceptive advertising  **2.** Maintains high standards and protection to benefit community  **4.** the act or practice of calling public attention to one's product, service, or need.  **5.** The kind of speech that was suggested by U.S Supreme Court in 1942  **7.** False or misleading statements in reports and other communication mandated by the security acts.  **8.** Includes stocks, bonds, and a variety of other investment vehicles where the purchaser does not take an active role in managing the investment |