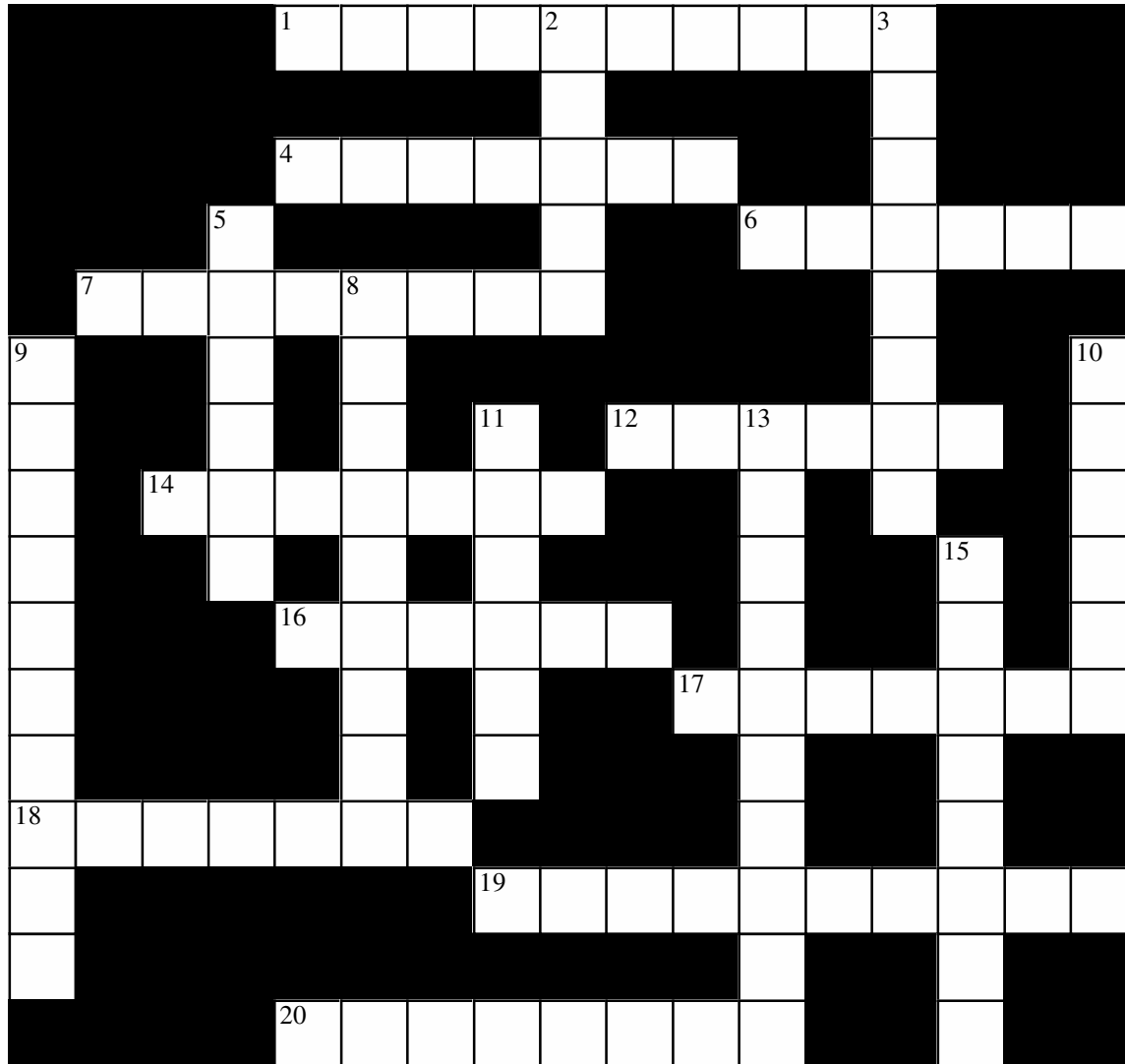


ABA BJ Puzzle of the Week: 3/11/10

Gods of the Marketplace



Cynics like to speak today of the “worship of the almighty dollar.” But the ancients were not only very much in favor of money and wealth, but had a whole bunch of deities connected to it. This week’s puzzle was inspired by a *Wall Street Journal* clipping about the current fiscal problems of Greece and memories of a Rudyard Kipling poem, “The Gods of the Copybook Headings,” which includes this stanza:

*“As I pass through my incarnations in every age and race,
I make my proper prostrations to the Gods of the Marketplace,
Peering through reverent fingers, I watch them flourish and fall,
And the Gods of the Copybook Headings, I notice, outlast them all.”*

The clues in this puzzle contain references mostly to Greek and Roman gods of wealth, money, and more, and mythology, with a few other references to Rome, folklore, and other writings to add some variety. Many clues have clues within clues, even an anagram or two, to help, in case you weren’t paying attention in high school.

Fax your completed first page of this puzzle, with name, bank, title, and e-mail, by 5 PM, March 17, to 212-633-1165, to participate in a drawing for a \$25 Amazon certificate. Good luck! scocheo@sbpub.com

www.ababj.com, scocheo@sbpub.com March 11, 2010 [Watch ABABankingJourn on Twitter for two clues](https://twitter.com/ABABankingJourn)

ABA BJ Puzzle of the Week: 3/11/10

Gods of the Marketplace

ACROSS

1. Roman goddess of money's second half of two-part name led to our "monetary." Her temple was the site of the mint, it is said.
4. Greek goddess of agriculture, grain, and harvest, she was a sister of Zeus. Later she became famous as a participant in the New York City marathon. After all, in NYC taxicabs, costs rack up when "_____'s running."
6. Greek god of wealth, blinded by Zeus out of jealousy. This god had determined to reward only good people with wealth, but the blinding was added by the Greeks to explain the seemingly random nature of wealth.
7. These ancient sports events, commemorating the Greek gods, certainly did not include curling. No did any Greek moneylender sponsor them, so far as we know.
12. The image of this often deified Roman, pressed onto a coin, plays a role in a New Testament rendering.
14. A Roman goddess whose anglicized name (her name ends in an "a" but the word we use ends in an "e") is often sought along with fame, she was considered a personification of both luck (good and bad) and of fate.
16. God of commerce, but also the god of thieves, in Greek mythology.
17. Roman goddess of money, who gave her name to the term, "pecuniary," meaning, "relating to or involving money."
18. Equine-minded Greeks who reversed the notion of armored cars. The attackers were inside the conveyance.
19. Mischief-loving Irish elf who kept gold at the end of a rainbow.
20. Three one-eyed giants of Greek

mythology, they must be the inspiration for regulators who can only see things from one viewpoint.

DOWN

2. Greek goddess of good counsel advice, planning, and wisdom, she must watch over trust officers. When trust officers get scrambled, they must puzzle out the "items" before them.
3. Roman goddess of honesty and fairness in contracts and negotiations, her name is linked to our word, "equitable."
5. This Greek god of sleep must be present at overlong board and bank staff meetings. You might say he puts meeting goers to sleep.
8. Temple of ancient Greece that led, with other structures, to the classic look for bank buildings. It was the temple of the goddess Athena.
9. It's "abundantly" clear that this minor Roman goddess was popular. She distributed food and money from a cornucopia in abundance.
10. This Roman goddess of thresholds and door-hinges--really!--must watch over bank lobbies and vault doors. Her name is an anagram of "arcade."
11. Creatures once said to populate Zurich financial circles, they went on to become icons of a popular travel website. (Think "pointy red hat.")
13. Greek god of afterthought and called "father of excuses," he can come in handy when quarterly results don't match expectations.
15. Bull-headed figure of ancient myth who would have been good at encryption.