## JUSTICE'S

# GREEK ALLUSIONS IN EVERYDAY LIFE



Dike the Greek Goddess of Justice, sits at the front of the Shelby County Court House in Memphis, TN to remind judges to be fair, and criminals that they should get what they deserve.

#### MIDAS TIRE COMPANY









Remember the Greek myth about King Midas? He was the greedy man who wished that every thing he touched turned to gold? Well, the Midas Tire company alludes that if they work on your car, it will be fixed most excellently- as good as gold.

#### TRIDENT GUM





The Greek God of the Sea, Poseidon, is known for carrying around his **three** pointed trident. The *American Chicle* company developed the first sugar free gum that had **three** enzymes in it that supposedly fought off cavities. So, they alluded back to the trident because it had three points and it was used for battle.

#### ORION MOVIE COMPANY





Back in 1978, a group of five confused executives formed a movie company called Orion because they thought this constellation contained five stars. One star for each executive. Oops! Orion really has seven stars.

This is an allusion because Orion is a hunter in Greek Mythology.

#### THE EVIL EYE



Above, are pendants you can buy today that protect you from the evil eye.

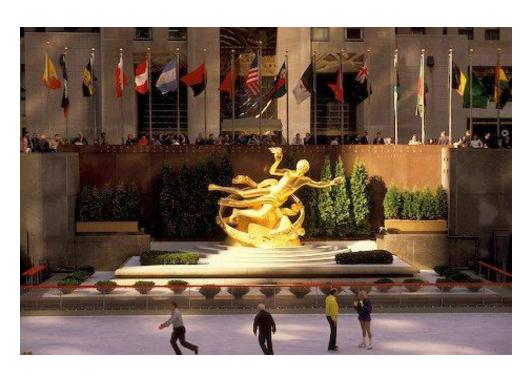
To the right, a person has an evil eye tattoo on their palm.

In modern culture, the evil eye still exists. The evil dates back to Classical Greece.

People believed that if someone gave you the evil eye you were cursed.



#### PROMETHEUS



If you have been to NYC, then you have probably seen the Prometheus statue.



In Greek Mythology he is credited for giving fire to humans, thus changing mankind forever. Zeus didn't like it one bit. So, he tied Prometheus to a rock and let an eagle eat out his liver.

#### INSURANCE COMPANY



An Aegis was the shield carried by Zues or Athena to protect them from danger in Greek Mythology.

Insurance companies protect their clients from disaster. So, this company chose to name themselves for the Aegis because they cover damages when they occur.



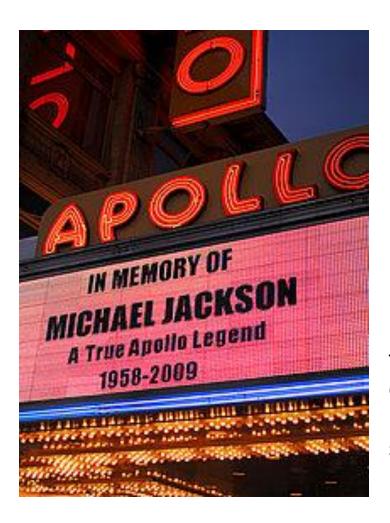
#### AJAX CLEANER

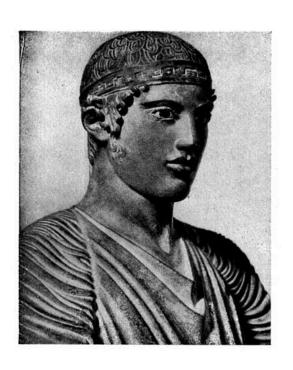


Ajax was one tough soldier in Greek Mythology. The grandson of Zues, he never needed any help from the Gods when he was in battle.

Ajax the cleanser is supposedly "stronger than dirt". So, it makes sense that the Proctor and Gamble Company would name this product after a tough Greek fighter. Dirt doesn't stand a chance now!

#### APOLLO THEATER





The Apollo Theater in NYC was named for the Greek God of Music- Apollo. Many "godlike" artists have performed here. They include music greats such as Billie Holiday, Miles Davis, Stevie Wonder, Marvin Gaye, Bill Cosby, Aretha Franklin, John Lennon, and many more.

#### MERCURY CAR COMPANY



The Mercury car company was named for the Greek messenger God back in 1938 when the it started.

Because Mercury never failed at delivering his messages, if you bought a Mercury automobile you were sure to arrive quickly and safely.



#### MARS CANDY BAR



Mars was the Greek God of war. The Mars Bar battles against hunger. Surprisingly, this is not a true allusion. The candy bar got it name from the company owner Forrest Mars, not the Greek God.



#### SATURN CAR COMPANY





Saturn, also known as Cronus in Greek Mythology, was King of the Universe. GM must have thought, like Saturn, they would be kings of the car industry.

I only hope they don't go out of business because Saturn was overthrown by his own son, Zeus to become King of the Cosmos.

#### OLYMPUS CAMERA





Cameras and lenses ship free!

Shop now



The Olympus Camera Company got their name from Mt. Olympus the home of the Greek Gods. They chose this name because the original owners were Japanese and their company was named for the mountain where their gods lived- Mt. Takachiho. They liked the idea that their name would "reflect its strong aspiration to create high-quality, world-famous products." Powerful Gods=Powerful Cameras.

#### MT. OLYMPUS WATER AND THEME PARK





If you take a vacation to the Wisconsin Dells, chances are, you will go to the Mt. Olympus Water and Theme Park. The entire park alludes to Greek Mythology. The left picture shows an angry God of the Sea, Poseidon, creating monster waves for visitors. The Trojan Horse and Greek Columns greet visitors at the main entrance.

#### PHOENIX, ARIZONA

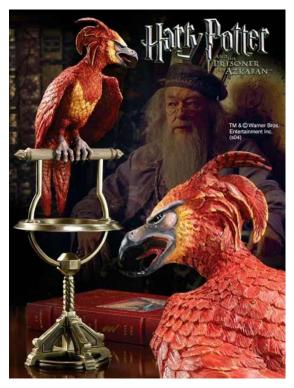




The largest capital city in the USA, Phoenix, Arizona, got its name from Lord Darrell Duppa. He suggested this name because before the city was created, ancient Native American ruins were found there. So, like the mythical bird, the Phoenix, who is reborn from the ashes, so would the city of Phoenix be reborn from the ruins.

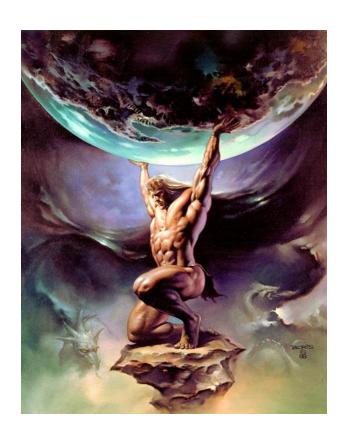
### THE ORDER OF THE PHOENIX





Even J.K. Rowling turned to Greek allusions to create Faux, a Phoenix who saves Harry and his friends on more than one occasion. Also, Rowling names the group of rebels who are fighting the villain, Voldemort, the Order of the Phoenix. This is because like the mythical bird, they reforming their group to destroy Voldemort and his Death Eaters.

#### ATLAS VAN LINES





Atlas, a Titan, was punished by Zeus. He made Atlas hold the heavens separate from the earth. The Atlas Van Lines Company hopes you think they are as strong as Atlas. If he can carry around the heavens, they can carry all of your stuff to where ever.

#### NIKE ATHLETIC COMPANY

BED riptcom/UTEE



Genius Allusion!
Nike was the Greek
Goddess of Victory. If you
wear Nike you, too, can
be victorious.



#### VENUS RAZORS

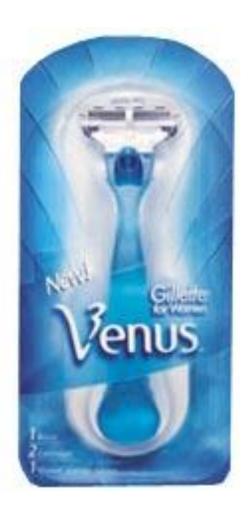


Ah, Venus.

The Greek goddess of beauty and love. If you use the Venus razor you most certainly will love your silky, smooth legs. The allusion is that you, too, can be a goddess if you only shave with this mythical razor.

Ahhhh!





#### VENUS POP SONG



Venus

by Bananarama
Goddess on the mountain top
Burning like a silver flame
The summit of beauty and love

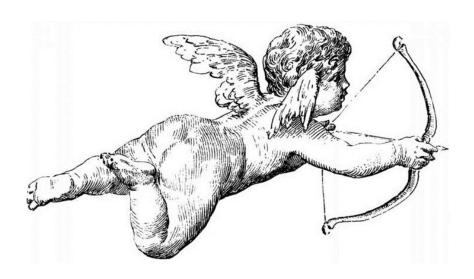
And Venus was her name

She's got it
Yeah, baby, she's got it
I'm your Venus, I'm your fire
What's your desire?

Well, I'm your Venus, I'm your fire What's your desire?

Her weapons were her crystal eyes
Making every man a man
Black as the dark night she was
Got what no-one else had
Wa!

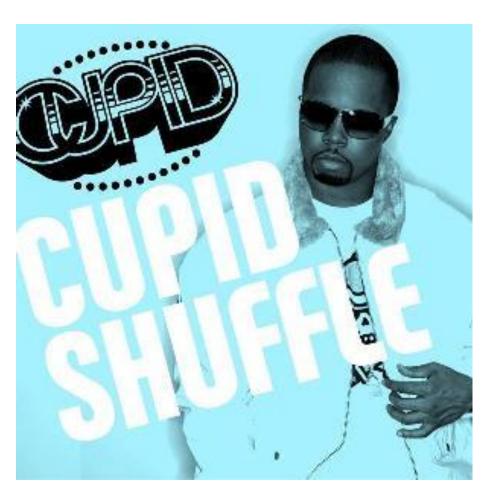
#### CUPID THE MATCHMAKER

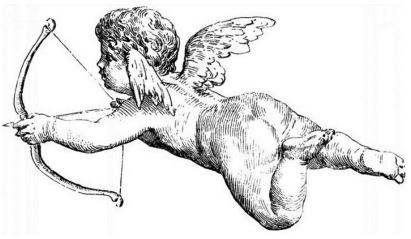


Even Fergie alludes to Cupid in her song
Clumsy. She sings,
"Boy the first time I saw your eyes,
You looked right through me,
But I knew that you knew
That Cupid hit me."



#### CUPID STRIKES AGAIN





There is everyone's favorite line dance called the Cupid Shuffle. We all LOVE to get out there move "to the left, to the left...".

#### FTD FLORIST LOGO



Who doesn't love flowers? And who better to deliver them than Hermes the messenger God of Greek Mythology?

With his winged feet, he is sure to get your floral delivery to the love of your life in the knick of time.



#### WHITE STATION SPARTANS



In Ancient Greek history the Spartan warriors were some of the fiercest.

Many sports teams today call themselves SPARTANS to allude to these earlier warriors. Like them, they battle fiercely to win games in their respective sports.

