



OBJECT ID	2008.37.57
OBJECT NAME	Block, Printing
OBJECT COLLECTION	Greek Art Printing Company Artifact Collection (is part of)
MATERIAL	Lead; Wood
OBJECT ENTITIES	Damianos, John (is related to) Lekas, George (is related to) Drivas, George (is related to)
ACCESS POINTS	Greek Art Printing Company Lekas & Drivas Sales Corporation Packet print Printing printing block Wood

#### OBJECT DESCRIPTION

Rectangular wood and cast lead printing block. The print image is of a brand logo. In the upper right-hand corner is the Greek word for "Christ." In the upper left-hand corner is another Greek word, which when combined with the word in the upper right-hand corner translates to: "Christ is Risen." The word "ARISTOCRATIC" is written across the print face in an arch. The first "A" has a elongated leading leg that extends below the rest of the text and widens. The slanted legs on both "R"s also extend sub-script. The word "Brand" is located below the "TIC" of "ARISTOCRATIC" and is in smaller font and follows the curvature of the "ARISTOCRATIC" text.

#### ORIGIN

Donated by John Damianos. The printing block was used in a linotype printing machine. Linotype presses allowed for the casting of entire lines to be printed at a time. Linotype printing was eventually succeeded by lithograph printing and computer typesetting during the 1960's and 1970's. This printing block was used by the Chicago-based, Greek Art Printing Company. The print block was used for the printing of packaging packets for



Aristocratic Brand orange egg-dye sold by Lekas & Drivas Sales Corporation of New York and Chicago. Lekas & Drivas was an importing and sales firm of Greek goods that was operated by George Lekas and George Drivas. The Aristocratic trademark on the print block was registered by Lekas & Drivas in 1916.

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#### CITATION

Block, Printing, Greek Art Printing Company Artifact Collection, *National Hellenic Museum*, <https://collections.nationalhellenicmuseum.org/Detail/objects/>. Accessed 12/04/21.

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