



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.

CITATION

Block, Printing, Greek Art Printing Company Artifact Collection, *National Hellenic Museum*,
<https://collections.nationalhellenicmuseum.org/Detail/objects/>. Accessed 04/25/24.
