

'CAROLINA'

TITLING: 231

FOUR POINT (ADMIRABLE IN TIME-TABLES)
FIVE POINT AND SIX POINT, ON 6 PT BODY
FOR COMPOSITION

TWELVE POINT,
FOURTEEN AND
LARGER (UP TO 60 AND 71 PT. ON SUPER
CASTER) AVAILABLE AS DISPLAY MATRICES

SANS

SERIF

CAROLINA SANS LIGHT
Now in 8 pt., 10 pt. and
TWELVE pt. composition

DISPLAY: 14 PT.

EIGHTEEN to 36

pt. u. and l.c.

Italics now in hand for early issue

Aa Bb Cc Dd
Ll Mm Op Qq
Yy Zz Aa Bb Cc Dd
Serie 35:

Carolina Roman 6-12 pt. composition
14 pt. to 72 pt display.

We believe that the really remarkable success of Carolina Sans Serif is in part due to the fact that this face is not, and does not look, foreign in origin or exotic in design. It would seem that what the old greeks, romans and renacentist artist were looking for was a beauty canon of the perfection made woman, just a woman who make this typeface possible.

This Face was designed exclusively for ANA CAROLINA SÁNCHEZ FERRUCHO by one of the less famous designers of our time, DAVID ESPINOSA. The privilege of hiring display matrices, and the comparatively low cost of ant "David Espinosa" composition matrices, make the Carolina Ensemble a good investment.

Ff Gg Hh Ii
Ss Tt Uu Vv Ww
Ff Gg Hh Ii
l.c. roman & italic

*Italic: 9 to 21 pt. composition
14 pt. to 36 pt display.*

a b c d e f g h
i j k l m n o p q
r s t u v w A B C

Series AC35. Bold

u. & l.c. roman 6 to 72 pt.

Also 72 Titling

a b c d e f g h
i j k l m n o p q r s
t u v w x y z A B

*Italics For 35. Now
ready: 12 to 36 pt.*

CAROLINA SHADOYLINE (BELOW)

ABCDEFGHIJK abcdefghijklmnopqrstu LMNOPQRST

Another good idea from