

"A Gift of Flowers Is Always More Appreciated if from America's Most Famous Florists"

FLOWERS

and Floral Decorations from Podesta & Baldocchi, America's Most Famous Florists, are noted for their beauty and artistry. Whether it be a simple corsage or elaborate decorations for a pretentious wedding, each order is filled with painstaking care and delivered in Podesta & Baldocchi's beautiful and unusual air-conditioned Floralcars. Yet, because of volume business you *pay no more* for the *extra quality* and *extra prestige* of Podesta & Baldocchi flowers.

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Podesta & Baldocchi

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... From 30 to 50 Per Cent

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