




## An Important-to-You Announcement!

You know Piedmont cigarettes. You know how good they are. You may know that their good qualities, unaided, have made Piedmont the biggest selling brand of 5 c cigarettes in this country.


Now contain a coupon that you surely want!


FREE! During the month of October we will supply free our illustrated coupons. Send your name and address on a postal and we will mail it to you, or call and get your copy at our Premium Department, 331 Battery St.; San Francisco.

