

TO ADVERTISERS!

On APRIL 18th next,

Will be issued, for the first time in Montreal,

The Daily Programme,

After the style adopted in every large city in the United States; containing, in addition to the Bill of the Evening's Performance, a variety of amusing Reading Matter.

This Paper will be published **Daily**, not less than **2000** of each edition will be distributed

GRATUITOUSLY

throughout the City, rendering it the most *effectual method of Advertising* yet presented to the public of Montreal.

As the space for Advertisements will be limited, Advertisers will do well to make an early application. The Theatrical season will last for three months, during the whole of which time there will be an average issue of 2000 per day.

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