

# India Is Making New Effort To Sell Textiles In Canada

By JINDA CRAWFORD  
MONTREAL (CP)—Canadian designers, some critical of materials available in their own country, have become the newest target in a project to step up Canadian import of textiles from India.

Negotiations are going on between the corporation and the designers, and Mr. Tyagi says an agreement will be reached in the near future.

"Our textiles have the hand-some quality which is so much in fashion today," says Mrs. P. J. Tyagi, executive director of Handicrafts and Handloom Corporation of India, which has its head office in New Delhi.

"And even though all of our silks, brocades and cottons are hand-printed and hand-loomed, our wholesale prices are competitive anywhere in the world," she said.

But selling textiles to Canadian designers is only a small part of the program launched last April by the State Trading Corporation of India to find Canadian markets.

The organization is supported by the Indian government. The corporation seeks wholesalers across the country in order to get Indian products, ranging from handicrafts and fabrics to machine-made consumer products and foodstuffs, into Canadian stores.

Sona-Montreal, a textile and handicraft shop located in Montreale, Place Marie Skyscraper, was opened in April to function both as a retail outlet and a showcase for prospective wholesalers.

"We don't want to interfere with Canadian retail trade and prices in our retail outlet project," says Mr. Tyagi.

Dr. Tyagi, one of some six persons employed by the corporation here, says the wholesale operation in Canada is coming along well.

"We've had inquiries from across the country and the people we have approached have given us orders."

LOOK WEST, TOO  
So far, we've only made business trips in Quebec and Ontario—but there's a good market on the West Coast and we're planning a trip there soon."

Dr. Tyagi explained that Canadian importers will be selected to sell the Indian products on a wholesale level, "but they will not be agents."

"There won't be more than one importer for each line in each province. But if we find just one willing to handle a line for all of Canada, we would sell to him and not go to the provinces directly."

India also is trying to find Canadian markets for bulk commodities such as bicycles, chemicals, scientific instruments and edible items.

Another function of the State Trading Corporation is finding Indian importers for non-ferrous metals, sulphur, newsprint and other Canadian goods needed by that country.

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## ON THE AIR

The following program listings are published free of charge as a public service and appear as presented to us by the stations concerned.

### MONDAY PROGRAMS

#### CFCY-TV

- 2:30 p.m.—Musical
- 3:00 p.m.—Tell The Truth
- 3:25 p.m.—Bonnie Prudden Show
- 3:55 p.m.—Milestones of the Century
- 4:00 p.m.—World In Contrast
- 4:30 p.m.—Razle Dazle
- 5:00 p.m.—Big Tin Tin
- 5:30 p.m.—Music Hop
- 6:00 p.m.—Bachelor Father
- 6:30 p.m.—Gazette
- 7:00 p.m.—CFCY TV News
- 7:15 p.m.—Festival
- 7:30 p.m.—Two Faces West
- 8:00 p.m.—Musical Showcase
- 8:30 p.m.—Nature of Things
- 9:00 p.m.—Fugitive
- 10:00 p.m.—Show of the Week
- 11:01 p.m.—Sevens Jubilee
- 11:30 p.m.—Seven League Boots
- 12:00 a.m.—CBC TV News
- 12:13 a.m.—Local Weather and Sports
- 12:15 a.m.—Sign Off

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### CKCW-TV

- 12:57 p.m.—Station Sign On
- 1:00 p.m.—Monday Playbill
- 1:30 p.m.—The Crooked Web
- 2:30 p.m.—At Home With Helen Crocker
- 3:00 p.m.—To Tell The Truth
- 3:30 p.m.—Bonnie Prudden
- 3:55 p.m.—Milestones of the Century
- 4:00 p.m.—World In Contrast
- 4:30 p.m.—Razle Dazle
- 5:00 p.m.—Cartoon Capers
- 5:30 p.m.—Music Hop
- 6:00 p.m.—Supper Club
- 6:15 p.m.—TV News
- 6:25 p.m.—TV Weather
- 6:30 p.m.—TV Sports
- 6:35 p.m.—Supper Club
- 7:00 p.m.—Combat
- 8:00 p.m.—Green Acres
- 8:30 p.m.—Nature of Things
- 9:00 p.m.—The Fugitive
- 10:00 p.m.—Summer Music Hall
- 11:00 p.m.—Sing Along Jubilee
- 11:30 p.m.—Glencannon
- 12:00 a.m.—CBC National News
- 12:15 a.m.—Newspoint
- 12:20 a.m.—TV News
- 12:30 a.m.—Station Sign Off

### RADIO

#### CFCY

- 6:30—News and Weather
- 6:35—Morning Roundup
- 6:45—Island Weather and Mar. Temp.
- 6:55—Morning Roundup
- 7:00—News and Weather
- 7:05—Hebrew Christian Hour
- 7:15—Morning Roundup
- 7:30—News and Weather
- 7:35—Farm Report
- 7:40—Morning Roundup
- 7:45—Island Weather & Mar. Temp.
- 7:46—Morning Roundup
- 7:50—Sports Capsule & Scoreboard
- 8:00—News
- 8:11—Weather
- 8:16—Morning Roundup
- 8:25—Weather
- 9:00—News and Music
- 9:10—Notes and Music
- 10:00—Notes and Music
- 10:05—Notes and Music
- 10:30—Preview Commentary
- 10:35—Notes and Music
- 11:00—News and Weather
- 11:05—Women's Institute Program
- 11:20—Notes and Music
- 11:30—Montage Entertains
- 11:45—Bulletin Board
- 11:50—Notes and Music
- 11:55—Agriculture '66
- 12:00—Weather
- 12:05—Town and Country Time
- 12:30—News and Weather
- 12:43—P.E.I. Road Report
- 12:45—Town and Country Time
- 1:00—News and Weather
- 1:05—Town and Country Time
- 1:15—Gordie Tapp Show
- 1:45—Town & Country Time
- 2:00—Morning Music
- 2:05—Morning Music
- 2:30—Assignment
- 2:58—Thought For Today
- 2:58—Thought For Today
- 3:00—News Headlines & Weather
- 3:02—Trans-Canada Matinee
- 3:30—Pop Caravan
- 4:00—News Headlines and Weather
- 4:05—Canada's Roundup
- 4:10—Pop Caravan
- 4:15—Notes and Weather
- 4:30—The Outposts
- 4:35—Marine Weather
- 5:28—The Outposts
- 5:45—Sports Capsule and Scoreboard
- 6:00—The Outposts
- 6:05—News and Weather
- 6:10—Tonight's Music
- 6:30—Business Barometer
- 7:00—Back to the Bible
- 7:30—News & Weather
- 7:45—Program Schedule
- 7:46—Tonight's Music

## Quebec Marks Special Holiday

MONTREAL (CP)—While the rest of Canada worked, French Canada took a holiday Friday to celebrate the feast-day of its patron saint, St. Jean Baptiste.

There were fireworks, parades and other festivities. In Montreal, the main event was the evening's parade across town on Sherbrooke St.

Although St. Jean Baptiste Day is not a legal holiday, many Quebec business and commercial establishments and all banks and government offices were closed.

Thursday night, the traditional bonfire on the eve of St. Jean Baptiste Day burned in every community along the St. Lawrence River and across the country where French-Canadianians were grouped.

In Montreal a huge bonfire built in east-central Jeanne-Mance Park was topped by a spectacular fireworks display.

Theme of the Friday-night parade was French-Canada in the world. It showed the exploits of French-speaking Canadians in every field of human activity.

8:00—Project 66 CBC  
9:00—Country Time CBC  
10:00—CBC National News, 60 min. Parliament Hill and Speaking Personally

10:30—The Best Of Ideas—CBC  
11:00—News and Regional Weather  
11:05—Starlight Serenade  
11:30—News and Weather  
11:35—Starlight Serenade  
12:00—CBC News, Weather and Sports  
12:15—News and Music, CBC

### MONDAY

- 6:00—The Morning Show, Part 1
- 7:00—The Morning Show, Part 2
- 8:00—CBC News and Island Wx.
- 8:15—Marine SportsCast
- 8:31—The Morning Show, Part 3
- 8:35—Max Ferguson Show
- 9:00—CBC News
- 9:10—Commentary
- 9:15—Assignment
- 9:21—A.M. Chronicle
- 10:30—A.M. Chronicle
- 10:45—Your Time
- 11:00—CBC News
- 11:05—Joan Marshall
- 11:15—For Consumers
- 11:20—Record Album
- 11:30—The A-chers
- 11:45—Music On The Weather
- 11:55—Assignment
- 12:00—CBC News
- 12:05—Jamoune Junction
- 12:30—Maritime Farm Broadcast
- 1:00—CBC News and Weather
- 1:15—Gordie Tapp Show
- 1:45—Time Out For Melody
- 1:59—D.O. Time Signal
- 2:00—CBC News
- 2:03—Time Out For Melody
- 2:45—John Drainie Tells A Story
- 3:00—CBC News
- 3:03—Trans-Canada Matinee
- 3:30—Trans-Canada Matinee
- 4:00—CBC News
- 4:30—Canadian Roundup
- 4:10—Music In The Air
- 4:15—Music In The Air
- 4:30—Assignment
- 4:35—Music In The Air
- 5:00—CBC News
- 5:05—Marine Fish & Cxas
- 5:23—CBC Notebook
- 5:35—Assignment
- 5:40—CBC Notebook
- 6:00—CBC News
- 6:15—On Parliament Hill
- 6:20—Today's Editorial
- 6:25—Business Barometer
- 6:30—Inland Weather, N.B. Legist.ature
- 6:43—Children's Stories
- 7:00—CBC News
- 7:03—Music In The Evening
- 7:30—CBC Halifax Chamber Orch.
- 8:00—CBC News
- 8:03—Vancouver Fire
- 8:30—Sing Happy
- 9:00—Country Magazine
- 10:00—CBC National News
- 10:15—Today's Editorial and Speaking Personally
- 10:30—The Best Of Ideas
- 11:00—CBC News
- 11:03—Modern Music Without Tears
- 12:00—CBC News
- 12:03—Sports Score Inland and Marine Weather
- 12:15—Music In The Night

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Set for tonight in east-end Jarry Park is the Night of Stars which is a music-hall presentation of French-Canadian stars of radio, TV and the stage.

In Quebec, Dr. Fernand Lavoie, minister of transport, said that from midnight Friday till Monday the Quebec Provincial Police would step up their vigilance on the province's roads.

The Houses of Parliament were closed Friday to permit MPs to celebrate the day. Thursday, Prime Minister Pearson was presented with a maple leaf by Albert Blache, president of the Ottawa Branch of the Societe St. Jean Baptiste.

It also was scheduled to be a big weekend for Canada's Indians, who swarmed Friday into Huron Village, near Quebec City, for the opening of a week-long celebration, including games and sport competitions.

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## Assault On Lakes Need Is Discussed

OTTAWA (CP)—Interior Secretary Stewart Udall of the United States and Mines Minister Jean-Luc Peonin have discussed "both countries' plans for an assault on Great Lakes pollution and agreed efforts on both sides of the international boundary should move along together.

At the same time they said any export of water to the U.S. would be years away, not before national water inventories are taken and the results of anti-pollution measures are judged.

The two cabinet members and their officials met for more than two hours and discussed all aspects of water resources—including the Columbia River project and studies about harnessing the Bay of Fundy tides to produce power and petroleum policy.

Mr. Udall said there is talk in the U.S. "mostly premature" about obtaining water from Canada.

President Johnson's policy is first to survey U.S. resources through the new National Water Commission, he said.

The commission will study whether areas with surplus water in the U.S. should supply arid areas.

He said that the U.S. is "not looking hungrily" at Canada for water. Any step in this direction would not come for several years and not until after Canada takes an inventory of its resources and needs.

Mr. Udall also foresaw a continuing increase of Canadian oil exports to the U.S.

## Parks Border Revision Suggested

OTTAWA (CP)—The Canadian Wildlife Federation told the Commons northern affairs committee here that boundaries of national parks should be redrawn leaving out townships and recreation areas.

R. C. Passmore, federation executive director, said tourists are such as the Banff and Jasper townships should be placed on the periphery of the parks where commercial and recreational development could complement adjacent parks.

He urged a review of bound-

ary locations in larger parks, a look at available areas for tourist resort development, and a look at the problem of disruption of parks by major highways.

The federation preferred to accept smaller-sized parks than to see continued expansion of townships, tourist resorts and fringe developments.

Mr. Passmore recommended reappraisal of the status and purposes of each park, and urged legislation to acquire, develop and administer parks along with dropping the policy of accepting only lands offered by provinces.

The federation, which represents 18 fish and game, conservation and provincial wildlife groups, said a nationwide study should be started of current and future outdoor recreation needs.

The federation also urged early termination of leases in the parks.

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