

# press release

SINGAPORE METRICATION BOARD

MINISTRY OF SCIENCE & TECHNOLOGY

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TEXT OF BRIEF BY MR CHIA BOON PIN, AG SECRETARY, METRICATION BOARD,  
TO RETAILERS IN MARINE PARADE CONSTITUENCY ON 19 FEB 1980 AT  
MARINE PARADE LIBRARY HALL AT 8.00 PM

Dear Friends

Happy and Prosperous Chinese New Year to you.

The Metrication Board will be setting up a metric information stall at the Marine Parade Centre (Market and Cooked Food Stalls), Block 84, Marine Parade from February 21 to 23, 1980. Officers from the Board will be present from 7.30 am to 10.30 am to explain to the housewives how to buy in metric and to give away metric information pamphlets.

Joint letters bearing the messages from Mr Goh Chok Tong, Minister for Trade and Industry and the MP for Marine Parade and my Chairman will be distributed to the constituents to encourage them to learn metric. I am taking this opportunity to explain to you the need for you to know and use the metric system. The metric system had been introduced in Singapore for the last ten years. Ninety percent of the world's population use the metric system of measurement. To trade with these countries, Singapore will have to use the metric system. The metric system is based on ten and is, therefore, simpler and easier to use than katis and pounds.

Laws had been introduced in July 1979 to require rice, flour, sugar, salt and butter to be sold in standard metric sizes. This year, 4 more items, namely, cooking oil, powdered detergent, milk powder and margarine will also be required by law to be sold in standard metric sizes. Manufacturers of these pre-packed items had been packing in standard metric sizes. The laws are introduced to prevent them from reverting to the irregular non-metric sizes.

Laws will also be introduced this year to require the sale of loose items such as textiles, dried goods, kway teow and towgay, fruits and vegetables, meats and fish to be conducted in metric units only. The law requires the seller to sell in metric units.

The market programme at Marine Parade Centre from February 21 to 23 will provide opportunities for you to learn and sell in metric units.

Retailers must take the lead to use metric units. The Board had met the importers and wholesalers and they informed the Board that they are not selling in metric because the retailers are not buying from them in metric. So, the next time you buy your goods, buy them in metric. This will make it easier for you to calculate your selling price in metric.

Since January 1, 1976, the law states that retailers will have to sell in metric units when demanded by the buyers. Thus, all weighing scales are required to carry a metric reading in addition to the kati reading. This is to help retailers and consumers to familiarise themselves with the metric equivalents. We found that retailers had completely ignored the metric markings. They do not know how to read the metric markings on their weighing scales which have been in front of them for the past 4 years.

I trust that you would be different. Learn to read the metric markings on your scales. When the law is introduced, the kati markings will be removed. Do not wait until then. Act now, get to know the common quantities asked for in metric. Familiarise yourself with the metric equivalents such as

1 kg  $\simeq$  1 kati 10 tahils

1 kati  $\simeq$  600 g

1 kg = 1 000 g

You, as retailers can do the Board a great favour. You, as transfer agents, can help us and your customers by teaching them the nearest metric equivalents they can buy in. If your regular customers have been buying 1 kati, advise them to buy 600 g which is a very close equivalent of 1 kati. If they don't need so much, advise them to buy in multiples of 100 g. The green metric comparison guide is very useful. You can see the various equivalents that the Board is encouraging the housewives to buy in. Familiarise yourself with these quantities.

If you are too busy to explain to your customers, you can direct them to our metric information stall. My staff will explain to them the metric system. You, too, can call at the stall if you need further information on how to use the metric system.

Sell in multiples of 100 g for easy price calculation. The Board has decided that the unit "gram" shall be pronounced as "gram", whether spoken in English, Malay, Tamil or Mandarin, for example, 四百 grams instead of 四百克. This will facilitate communication among the different races.

You will have to price your goods either by per 10 g or 100 g for light and expensive items like mushrooms, or per kg for items like potatoes, meats, vegetables, etc.

Examples:

Price of mushrooms is \$5.80 per 100 g

For 300 g, it will cost  $5.80 \times 3 = \$17.40$

Price of potatoes is \$1.20 per kg

Price per 100 g will be  $\frac{1.20}{10} = 12 \text{ cents}$

For 1.5 kg (1 kg 500 g), the cost will be

$1.20 + 12 \text{ cents} \times 5 = \$1.80$

"Buy in metric" price tags will be given to you. If you buy from your wholesalers in metric, then, it will be easy for you to price your goods in per 10 g, per 100 g or per kg. However, if you are still buying in katis, then you may have to use the blue price comparison table. In the table, you will be able to find the approximate conversion from price in kati to price in kilogram.

Help your regular customers to buy in metric now. By helping your customers, you are also helping yourselves. You will have no problems when metrication is made compulsory.

Thank you.

代和书長 游文彬先生  
度量衡公制局主席 ~~马连璧先生~~

在一九八〇年二月十九日下午八点于  
马林百列图书馆内向马林百列区零售商所作演词

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各位同胞：

恭祝大家新年快乐！

公制局将从一九八〇年二月廿一日到廿三日每天上午七点三十分到十点三十分于马林百列中心第八十四座巴刹及熟食摊设立一个公制资料摊位。公制局人员亦会在场向家庭主妇解释如何采用公制单位购物，同时也分发公制指导小册及换算表。

「公制略谈」传单将分发给该区居民以鼓励他们学习公制。「公制略谈」传单中包括有马林百列区国会议员兼贸易及工业部长吴作栋先生及 <sup>本局主席</sup> 本人的讲词。本人想借此机会向你们说明你须要懂得且运用公制的重要性。在本国，公制的推行已有十年的历史。世界上有90%的人是采用公制度量衡，为了我国对外贸易的便利起见，新加坡就必须改用公制制度。同时，公制是十进制的，因此，它比斤和磅等单位更加容易运用。

自一九七九年七月起，法律已规定米、面粉、白糖、食盐和牛油必须以标准公制重量售卖。今年增加四项，那就是食油、粉状清洁剂、奶粉和人造奶油也必须以标准的公制重量售卖。这些产品的制造商也已以标准的公制重量来包装。法律的实施是要避免他们回复以非公制重量来包装。

今年法律也将规定零售物品如布料、干粮、粳条、豆芽、水果、蔬菜、肉类和鱼类等必须以公制单位交易。在法律下，卖方应以公制单位出售物品。

在本月廿一日到廿三日将于马林百列区举行的分区公制教育计划是一个很好的机会让你们学习并运用公制。

零售商们应该领先以公制单位来交易。本局曾访问过入口商及批发商，据他们说，他们尚未采用公制单位交易是由于零售商不曾向他们以公制单位来购货。因此，当你下回购货时，记得要采用公制单位，这将会使你在计算价钱时比较容易。

自一九七六年一月一日起，法律已规定当顾客是以公制单位购物时，零售商就必须以公制单位销售。因此，所有的非公制称重器具都必须附加上公制单位的刻度。这是为了使零售商和顾客都能熟悉公制单位的重量。但是，我们都发现一般的零售商对于公制重量单位的刻度完全置之不理。他们甚至不会读出摆在他们面前有四年之久的称重器上的公制刻度。

我相信你们不会这样。请学习读出称重器上的公制刻度。当法律实施后，斤的刻度将被废除。请不要等到那个时候，现在就开始学习并熟悉普通的公制需要量及公制与非公制的相等量。例如：

1 公斤大约于 1 斤又 10 两

1 斤大约于 600 克

1 公斤等于 1000 g

身为一个交易中间人的零售商，相信您可以协助我们教导你的顾客以最接近的公制相等量来购买东西。如果你的顾客经常购买1斤的物品，那么就劝他购买600克，那是最接近1斤的公制相等量。如果他们不须要买那么多，那么就以100克的倍数来购买。青色的那张公制比较表相当有用，你可以找出各种不同的公制相等量。请熟悉这些需要量吧。

如果你太过忙碌而没有时间向你的顾客解释，那么请通知他们到我们的公制资料摊位来，我的职员将会向他们解释公制的运用。你也可以到我们的摊位来进一步了解公制的运用。

以100克的倍数来购物是为了使价钱容易计算。本局决定把“gram”在英文、马来文、淡米尔文及华文四种语言上都读成“gram”的读音。例如我们应说四百gram而不是四百克。这将会使各种不同种族之间更容易沟通。

在标价方面，那些重量较轻而价钱较贵的东西，如蘑菇，应以每10克或100克来标价，而马铃薯，肉类，菜类等则以每公斤来标价。

〔例〕

蘑菇每100克 \$ 5.80

300克就是  $\$ 5.80 \times 3 = \$ 17.40$

马铃薯每公斤 \$ 1.20

100克就是  $\frac{\$ 1.20}{10} = 12\text{¢}$

1.5公斤（1公斤又500克）的价钱是：

$\$ 1.20 + 12\text{¢} \times 5 = \$ 1.80$

“以公制购物”的标价卡将分发给你们。如果你是以公制向你的批发商购物，那对于以每100克，100克或公斤来标价就会比较容易。但是，如果你仍旧是以斤来购买，那你可能就要利用到那张蓝色的公制价格比较表。在表格内，你将可以找到斤和公斤的价钱比较。

现在开始协助你的顾客以公制购买物品。帮助他们其实就是在帮助自己。这样，当公制强制施行时，你就不会有什么困难了。

谢谢。