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press
release

SINGAPORE METRICATION BOARD
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EMBARGO TO 6.00 PM ON JUNE 21, 1978

SPEECH BY CHAIRMAN, METRICATION BOARD, ON JUNE 21, 1978
AT VICTORIA MEMORIAL HALL ON THE OPENING OF THE
"METRE WEEK" EXHIBITION

Ladies and Gentlemen:

The "METRE" WEEK Exhibition signifies the threshold of the completion of the metric conversion of the textile trade. This Exhibition is a testimony that the trade has prepared itself for the exclusive use of the metre. It remains for the consumers to match the progress of the retailers.

The metrication of the textile trade began in 1971. A number of campaigns had been launched to help the people to understand the metric units for length, namely, metre and centimetre. Now, almost all major departmental stores and large textile shops sell textiles by the metre. It is the intention of the Metrication Board to convert the remaining retailers to use the metre within the next few months.

Many of you are aware of the basic metric units like kilogram for weight, metre for length and litre for volume. However, not many people put knowledge into practice. Proficiency in the metric system is only obtained through actual use of the various metric units.

A recent survey conducted in early 1978 shows that about 80 percent of the population have some knowledge of the metric system. Those who continue to resist the metric system are mainly the older and

illiterate people because they have three misconceptions, namely:-

- (a) That if you are too old, you don't have to learn;
- (b) That if you are not in business, you don't have to learn;
- (c) That the metric system is too complicated.

The survey further reveals that while about 60 percent of the population claim that they are confident in using the metric system, only about 40 percent of the people actually use it.

Perhaps many of you are not aware that you have the legal right to ask for metric quantities when making purchases. This is made possible by the Weights and Measures Act, 1975 which came into force on Jan 1, 1976.

I should take this opportunity to warn retailers that they can be fined up to \$2,000 if they are caught refusing to sell in the metric system. I should also advise them to display prices based on the appropriate metric units for their own protection and also to help the people acquire metric competence.

It is the policy of the Metrication Board to adopt a "painless" approach in metricating the country. This is not to say that the metric conversion exercise will be allowed to continue indefinitely.

Certain measures have to be taken to complete the conversion. These are presently being carried out for the textile trade and will be extended to other areas of the retail trade.

What measures will the Metrication Board take ?

First, the Board will provide a last opportunity for the people to learn the metric system. This "Metre" Week Exhibition, and other campaigns such as the "Fashion In Metric" Competition, are examples. Another example is the Zonal Metric Educational Campaign where

officers of the Metrication Board visit the various markets and community centres to personally teach the people how to use the basic metric units, especially those who are illiterate and hence are difficult to reach through the normal mass media. Since the start of the programme, the Board has taught about 20 000 such people.

The Metrication Board will also assist the traders with the instruments needed for trading in the metric system. I am pleased to say that the traders have now a very high metric capability, more than 75 percent of the retailers now have weighing or measuring instruments calibrated in the metric system.

The recommendation of legislation will be another measure taken by the Metrication Board. Legislation will signal the end of the period of voluntary changeover.

Some compulsion is necessary for achieving an orderly conversion. It serves to protect the consumers and to reassure retailers. Legislation will also prevent regression to the old units of measurement.

The metric system is simple to learn and easy to master. The use of measuring units is common to everyone and we should all learn how to use metric units.

Our children are using the metric system of measurement in schools and will grow up in a metric environment. We of the non-metric generation should make an effort to completely convert to the use of the metric system. If we persist in using imperial or customary units and making excuses like "I'm too old to learn" or "I'm not in business", we will soon be unable to communicate with them.

I wish to thank all those trade associations who have supported the programme for the metric conversion of the textile trade. My thanks also go to members of the Organising Committee for devoting so much of their time in putting together the "Fashion In Metric" Competition

and the "Metre" Week Exhibition. I must also express the Board's appreciation to Emporium Holdings Ltd for sponsoring the "Fashion In Metric" Competition and to the participants of the exhibition.

Thank you.



METRE WEEK EXHIBITION

公尺週展覽會

TEXTILES GO METRIC

AT

VICTORIA MEMORIAL HALL

JUNE 21 1978

5.30 pm – 9 pm

JUNE 22 – 27

11 am – 9 pm

量布用公制

地點： 維多利亞紀念堂

日期和時間：

一九七八年六月二十一日

下午五時三十分到晚上九時

六月二十二日到二十七日

上午十一時到晚上九時

Attractions:

Special Sales Offer * Free Gifts * Prizes to be won * Handicrafts Demonstrations * Fashion Designing & Drafting Demonstrations * Fashion Shows * Film Shows

引人注目之事項：

*特別廉價物 *免費贈品 *獎品等待
贏取 *手工藝品製作示範 *服裝設計
和畫圖樣示範 *服裝表演 *影片

Organised by the SINGAPORE METRICATION BOARD and supported by * Consumers' Association of Singapore * Home Economics Teachers' Association * Industrial Training Board * Ministry of Education * People's Association * Singapore Garment Manufacturers' Association * Singapore Master Tailors' Association * Singapore Tailor Shop-Owners' Association.

DATE 日期	TIME 時間	PROGRAMME 節目
21st June (Wednesday) 六月二十一日 (星期三)	7.30 pm 下午七時三十分	Fashion Show – Finals of "Fashion In Metric" Competition (Ladies' Formal & Men's Casual) 時裝表演展示參加「公制服裝剪裁競賽」的決賽入選服裝(女士禮服和男士便裝)。
22nd June (Thursday) 六月二十二日 (星期四)	7.30 pm 下午七時三十分	Scarf Making (English) 圍巾的製作(以英語講解)
23rd June (Friday) 六月二十三日 (星期五)	7.30 pm 下午七時三十分	Stuffed Toys Making by the inexpensive, quick & easy way (English) 以經濟、快速、簡易的方法製作玩具(以英語講解)
24th June (Saturday) 六月二十四日 (星期六)	2.30 pm 下午二時三十分	Cut Ribbon Flower Making (Mandarin) 剪裁絲帶製作花卉(以華語講解)
	7.30 pm 下午七時三十分	Batik Printing (English) 峇迪染印法(以英語講解)
25th June (Sunday) 六月二十五日 (星期日)	2.30 pm 下午二時三十分	Fashion Drawing & Designing (Mandarin) 服裝圖樣繪製和設計(以華語講解)
	7.30 pm 下午七時三十分	Fashion Show-Finals of "Fashion In Metric" Competition (Ladies' Casual & Teenagers'/Children's Wear) 時裝表演展示參加「公制服裝剪裁競賽」的決賽入選服裝(女士便裝和青少年/兒童服裝)。
26th June (Monday) 六月二十六日 (星期一)	7.30 pm 下午七時三十分	Drafting for Men's Wear (Mandarin) 繪製男裝圖樣(以華語講解)
27th June (Tuesday) 六月二十七日 (星期二)	7.30 pm 下午七時三十分	Fashion Show featuring the Winning Entries of the "Fashion In Metric" Competition. 時裝表演:展示「公制服裝剪裁競賽」(優勝者的服裝)

FREE ADMISSION TICKETS for demonstrations are available on a first-come-first-served basis at the INFORMATION COUNTER during the exhibition.

參觀示範的入場券可在展覽期間向詢問處索取。免費入場券是以先到先得的原則發給。

Companies participating in the Exhibition

- | | |
|----------------------------------|------------------------------------|
| 1. Better King Trading Company | 7. Singer Sewing Machine Company |
| 2. Heap Eng Bie | 8. SPS Sarees |
| 3. Ocean Wealth Industry Pte Ltd | 9. Tailor Shop-Owners' Association |
| 4. Robson Company | 10. Ten-Ten International Pte Ltd. |
| 5. Shahab Weaving Factory | 11. YKK Zippers (S) Pte Ltd |
| 6. Siang Hung Textiles | |

Prizes worth \$15,000 for the "Fashion In Metric" Competition are sponsored by Emporium Holdings Group.

Make-up for participants in the fashion shows are provided by Pola Premier Pte. Ltd.

Modelling lessons by courtesy of Elsa Yeo Model Centre.

「公制服裝剪裁競賽」的獎品共值一萬五千元，由英保良公司集團報效。

Pola Premier Pte. Ltd. 負責為參加時裝表演的人士化妝。

Elsa Yeo Model Centre 負責教導參加時裝表演人士之儀態。