

# 时代新

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## 中元节

用真心播撒爱的种子  
行动，生命的活力之源

品味有机新生活

*Symbol of Reliability and Elegance*

*Uncle Kay Tells a Story about Goats*

现代都市人追求智慧幸福的灵性生活杂志 An abundance of contented lifestyle

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黃金招樓第二代——何志光先生(右)與何乃全先生(左)  
First and second generation of On Cheong – Mr Ho Teck Fan (right) and Mr Ho Nai Chuen (left)

# 黃金本色，精誠卓著

Symbol of Reliability and Elegance

從舊金磚的故事記述了老一輩的艰辛、興隆和艱難。到了今天，這一枚家什度的七十年老字號又將撰寫出怎樣華美的篇章呢？

The story of On Cheong recorded the hardships, hopes and glorious age of our previous generations. As for today, what beautiful story will the traditional food brand be written down for us at its 70th Anniversary celebrations?

文/ 采訪組 By The Editors

七十年前，原籍广东省顺德的何氏家族为了躲避日寇的侵略，辗转从海南到南洋一带发展。最早的安昌金铺只是位于小坡一带一间窄小的店面。当时的店主何耀平并不富裕，但是却选择了家族的老本行在星洲创业。刚开始的时候，金店的生意并不好做，第二次世界大战以后，金铺搬迁到现在的地址。何耀平分别在大坡（牛车水）一带创立了“广益金铺”和“南安金铺”。1949年，安昌店更名成“安昌私人有限公司”。

何耀平的弟弟何厚凡1937年来到南洋这块土地。他在店里帮忙，这一帮就是大半辈子。何老先生当时才20岁，不知不觉，在安昌金铺服务已经过40年。高寿87岁的何老先生一头白发，但是双目炯炯有神，每天风雨不改地到金铺上班。

“早期人们买金饰珠宝的主要目的是保值。那时的银行像是个高危的地方，沟通语言是英语，一般的人都不懂，因此也不太相信银行。如果有钱，人们因为谨慎而不会将钱存入银行。购买金饰成了富人和工人们存放保值的不二之选。”回忆早期的金饰市场，何老先生娓娓道来。

四十年代，在日本占领新加坡时期，金铺同样地继续了不少有钱人的性命。这是怎么回事呢？何老先生解释说，由于当时日军要求富人必须向他们进贡“奉纳金”，而大部分的银行都因此乱作一团。人们存入银行的钱款一去不复返。在这样的情况下，很多有钱的贵妇就将自己的首饰珠宝拿到金铺变卖，以换取现金帮丈夫解决“奉纳金”，才不至于被日军杀害。

日本人侵占新加坡改名为“新南岛”，当时日军强迫每家店铺都必须继续营业，以象征他们的占领为这个岛带来了繁荣。然而当时的金铺生意不好是可想而知的。何老先生说：“经过日本三年零八个月的占领，当时许多南来客像是遭受了一场人间地狱的洗礼。”这场战争彻底改变了人们的生活，人们不得不重新思考，人生究竟是为了什么？

原本一般来到南洋讨生活的穷人，都努力工作赚钱，非常地省吃俭用，为了存钱能在家乡买房子，有朝一日可以回乡过好日子。但是，经历过

日军统治的那段艰苦的日子，人们深深地感到，生活朝不保夕，生命是那样地脆弱，必须及时珍惜自己所拥有的一切。因此，很多人在战后都选择了在南洋一带落地生根，建立起自己的家。

战后的生意渐渐转好。上个世纪六七十年代可说是金铺业发展的巅峰时期。在众多顾客中，最精明的是印度人。印度人一般都对华人所经营的金铺具备信心。当时，印度人所经营的金铺很少，在小印度只有两三家。印度人所卖的金饰在款式上跟华人的也不太一样，在质量

至今已逾54个年头。“老板对我们很好，好像对待自己的子女一样。大家有什么不开心的事就直接说。”身体硬朗，精神很好的吴老先生告诉我们，雇主与员工长久以来所建立的互信互助精神，在这个时代已经越来越少了。

70年的老店不但屹立不倒，安昌在保持品质上的精神之外，更突破创新，顺应时下潮流，推出一系列设计新颖的首饰。现代人买金已不再单纯为了保值，买金一般偏重一些钻石、珠宝首饰。受访的安昌金铺第二代掌舵人何乃全总经理表示，传统金



早年的金饰是富人和工人们寻找保值的最佳之选  
Many years ago, the rich and even workers preferred to buy gold as a way to safeguard their assets

上，华人的更胜一筹。由于印度的金价较新加坡昂贵，很多印度人在新加坡买金，带回印度转卖。当时，同样重要的金饰，在华人金店购买的价钱一般要比在印度金店里买到的好。

早期金饰的纯度没有一定的规格，后来政府要求金商们制定标准。纯度最高的金饰是9999金，一般通行的是999金，因为9999纯金太软，不便铸造。当时，市面上常见的金饰多为916金，而安昌用的则是917金，虽然价格贵些，但是深得政府和顾客的信赖。

步入安昌亮丽的店铺不难发现，店里还有部分年长的老店员。现年71岁的吴定基老先生就是其中一位。从1951年开始就在安昌金铺服务，

铺所面对的不只是新式化的首饰品牌的竞争，高科技产品所带来的冲击更是不容忽视！手机，就是最好的例子。过去人们送礼总会想到金饰，但是近十年来手机大行其道，款式花样翻新，几百块钱就可以买一个，跟一些金饰的价格相当。无意间，对金饰珠宝带来强大的冲击。金饰风格的几番演变，金饰价格的几番沉浮，无不折射出时代进程的风雨变换和社会人心、思想观念的巨大变迁。

安昌金铺经历战火及时代的洗礼仍然屹立不倒，并发出永恒的魅力。她的故事记述了上一代的艰辛、奋斗和期盼。到了今天，这一枝繁叶茂的七十年老字号又将谱写怎样华丽的篇章呢？



Today's On Cheong Jewellery  
今时之康时时的安昌金舖

## Symbol of Reliability and Elegance

### - The Story of On Cheong Jewellery

招牌名称：安昌金舖  
 总店地址：桥南路251号  
 创办人：何耀平先生  
 创办时间：1936年

Company: On Cheong Jewellery  
 Address: 251, South Bridge Road  
 Founder: Mr Ho Yee Ping  
 Established in 1936

The Ho family was originally from Shunde of Guangdong province of China. Seventy years ago, they migrated to Singapore in order to escape from the invasion of the Japanese. The first shop of On Cheong was located at XiaoPo (now Bugis area). Business was tough at the beginning. After Second World War, the shop was moved to the current address. Mr Ho also opened another two gold shops named "Kwong Yik Goldsmiths" and "NanJing Goldsmiths" in Chinatown area. In 1948, Mr Ho registered all three shops under the name of On Cheong Co. Pte. Ltd.

Ho Teck Fan, youngest brother of Ho Yew Ping came to Singapore in 1937. He started to assist his brother with the jewellery business when he was 20 years old. Today, at the age of 87, he still goes to work everyday. Mr Ho told us during the interview, "Long time ago, people liked to buy gold because of its store of value. During those days, bank was like a place of prestige patronized only by the English speaking community. Normal people had difficulty with language and they generally did not trust the banks. Therefore, the rich and even workers preferred to buy gold as a way to safeguard their assets.

During the Japanese occupation in the early 40s, many people were saved by Chinese Goldsmiths indirectly. According to Mr Ho, the rich were required to contribute certain funds to the Japanese during that period. As most banks were out of business due to the war, the rich lost all their money in the banks. As a result, their wives had to sell their jewellery to goldsmiths in order to generate cash for contribution of fund to the Japanese. Only by doing so, they were spared from slaughtering by the Japanese.

The Japanese forced the businessmen to continue business operation in an attempt to show to



The appearance of the old On Cheong Jewellery shop at South Bridge Road 安昌金舖在老南橋路之舊式店舖。

the world that Singapore developed well under their control. After going through 3 years and 8 months of control of the Japanese, many immigrants from China had changed their mindsets. Their original motive of working in Singapore was to make money and hoped to return to their hometown for good. However, many realized how fragile life could be during the war and a lot of them had decided to settle down in Singapore instead.

Stepping into On Cheong Jewellery showroom, we can still see quite a number of old employees. Mr Kuan Ting Chee is one of them. At the age of 71, Mr Kuan still stays in good health. He has been working for On Cheong since 1951. It has been 64 years. "Our bosses treat the employees very well. We are like a family. As and when we have problems or conflicts, we will tell each other directly," said Mr Kuan. It is very touching to see such strong ties and trust between bosses and staff and such spirit is very rare nowadays.

After so many years, the 70-year-old reputable jeweller is still growing strong. Devoted to the tradition of excellence and unsurpassed mastery in ornament creations, each

and every piece from On Cheong is a symbol of perfection. Its collection of jade jewellery is reputed to be one of the most complete and exquisite collections in Singapore.

According to Mr Ho Nai Chuen, Managing Director of On Cheong, traditional goldsmiths are not only facing stiff competition from the new western jewelers, digital and high-tech products are bringing great impact to the business as well. Mobile phone is the best example. The mobile phones market had developed faster than what we could imagine for the past 10 years. Market is flooded with choices



On Cheong's collection of jade jewellery is reputed to be one of the most complete and exquisite collections in Singapore. 安昌金舖之翡翠珠寶之種類—款式、式樣、款式、款式、款式、款式。

of mobile phones and prices are normally similar to an average gold jewel. People used to buy gold jewellery as gifts, but now they are switching to mobile phone instead. Such trend has affected jewellery business significantly!

The story of On Cheong recorded the hardships, hopes and glorious age of our previous generations. As for today, what beautiful story will the traditional local brand be written down for us at its 70th Anniversary celebrations? 🍷



Certificate of Registration of Mr Ho Teck Fan-remembrance of a those days when he first migrated to Singapore 安昌金舖之老舖主、安昌金舖之老舖主。