

Madam Noor Jahan binti Md Ismail

(1940)

Accession number: SC1507

Track Number: SC1507_0001, SC1507_0002

Duration: 01:04:42

Language/Dialect: Malay

Track: SC1507_0001	Time frame: 00:00:00 - 00:10:01
<p>Synopsis:</p> <p>Jelaskan maksud nama kedai. Lahir di Pulau Pinang pada tahun 1940. Pendidikan yang diterima. Latar belakang ibu bapa. Sejarah perniagaan barang kemas keluarga.</p>	
Track: SC1507_0001	Time frame: 00:10:01 - 00:20:00
<p>Synopsis:</p> <p>Teruskan huraian tentang sejarah perniagaan barang kemas keluarga. Bagaimana beliau mula menceburi bidang ini. Pemilikan tanah kedai. Harga pembelian kedai. Pengubahsuaian yang pernah dialami. Sejarah perniagaan. Memperkenalkan jenis batu permata. Negara import batu-batu permata. Menghuraikan perbezaan antara batu-batu permata ini. Menghuraikan cara menentukan harga batu permata. Harga batu nilam pada waktu dahulu.</p>	
Track: SC1507_0001	Time frame: 00:20:00 - 00:31:03
<p>Synopsis:</p> <p>Menghuraikan cara penentuan harga batu permata. Mengatakan kesukaan orang pada masa dahulu. Cara pemakaian batu permata. Menghuraikan perbezaan antara emas 916, 750 dan 375. Kebiasaan pembelian barang kemas mengikut peristiwa tertentu.</p>	
Track: SC1507_0002	Time frame: 00:00:00 - 00:10:02
<p>Synopsis:</p> <p>Teruskan kebiasaan pembelian barang kemas mengikut peristiwa tertentu. Menghuraikan kebiasaan cara pemakaian batu permata. Negara import batu permata. Perbezaan antara emas 916 dan emas 750. Cara bekerja dengan tukang emas. Sebab tukang-tukang emas semakin berkurangan di Pulau Pinang. Sebab memilih untuk bekerja dengan tukang emas Cina. Perbezaan antara tukang emas Pantai Timur dengan tukang emas Cina.</p>	

Track: SC1507_0002	Time frame: 00:10:02 - 00:20:02
<p>Synopsis:</p> <p>Jenis corak cincin. Upah tukang emas pada masa dahulu dan masa sekarang. Dari mana pelanggan berasal. Mengatakan penduduk George Town suka akan emas 750. Masa kemuncak orang membeli emas. Waktu operasi kedai pada waktu dahulu dan sekarang. Sebab menyelaraskan waktu operasi. Mengatakan bahawa ada orang yang membeli barang kemas untuk dijual di Mekah semasa musim haji pada waktu dahulu.</p>	
Track: SC1507_0002	Time frame: 00:20:02 - 00:33:39
<p>Synopsis:</p> <p>Mengatakan bahawa banyak orang yang berkunjung ke kedai pada waktu tengah hari. Perbezaan keadaan perniagaan sewaktu zaman duti bebas dan sekarang. Cara mendapatkan stok barang kemas dan kotak barang kemas. Jenis kotak barang kemas. Cara membezakan batu permata tiruan dengan batu asli. Cara pemeliharaan barang-barang kemas di kedai. Sebab beliau mula menceburi bidang ini. Cara mengekalkan bisnes walaupun ekonomi merosot. Mengatakan bahawa persaingan banyak di George Town pada masa kini. Cara mengekalkan bisnes.</p>	

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Track: SC1507_0001	Time frame: 00:00:00 - 00:10:01
<p>Synopsis:</p> <p>Explained the name of her shop. Born in Penang in 1940. Education received. Parents' background. The history of her family's jewellery shop.</p>	
Track: SC1507_0001	Time frame: 00:10:01 - 00:20:00
<p>Synopsis:</p> <p>Continued in describing the history of her family's jewellery shop. How she ventured into the field. The land ownership of the shop. The purchasing price of the shop. Renovation done. The business history. Introduced types of gemstones. Countries from where gemstones were imported. Described differences in the gemstones mentioned. Described the way of determining gemstone prices. The price of sapphire in the past.</p>	
Track: SC1507_0001	Time frame: 00:20:00 - 00:31:03
<p>Synopsis:</p> <p>Described the way of determining gemstone prices. Mentioned people's preference in the past. Ways to wear gemstones. Described differences between 916, 750 and 375 gold. Jewellery purchasing habits based on occasions.</p>	
Track: SC1507_0002	Time frame: 00:00:00 - 00:10:02
<p>Synopsis:</p> <p>Continued with jewellery purchasing habits based on occasions. Described usual ways of wearing gemstones. Countries from where gemstones were imported. Differences between 916 and 750 gold. Way of working with the goldsmiths. The reason of decreased number of goldsmiths in Penang. The reason of opting for Chinese goldsmiths. Difference between the Chinese goldsmiths and the East Coast goldsmiths.</p>	

Track: SC1507_0002	Time frame: 00:10:02 - 00:20:02
<p>Synopsis:</p> <p>Patterns of the rings. Wages of goldsmiths then and now. Where did the customers come from. Mentioned the George Town residents in the past preferred 750 gold. The peak season for gold purchasing. The shop's operating hours then and now. The reason of adjusting shop operating hours. Mentioned there were people who would buy jewellery to be sold at Mekah during the haj season in the past.</p>	
Track: SC1507_0002	Time frame: 00:20:02 - 00:33:39
<p>Synopsis:</p> <p>Mentioned that many would patronize the shop during midday. Differences in business during the duty free time in the past and now. Ways of getting jewelleries and jewellery boxes. Types of jewellery boxes. Ways to differentiate original and synthetic gems. Ways of jewellery maintenance. The reason of venturing into the field. How to maintain the business when economy was declining. Mentioned there is a lot of competition in George Town at the present time. Way of maintaining the business.</p>	