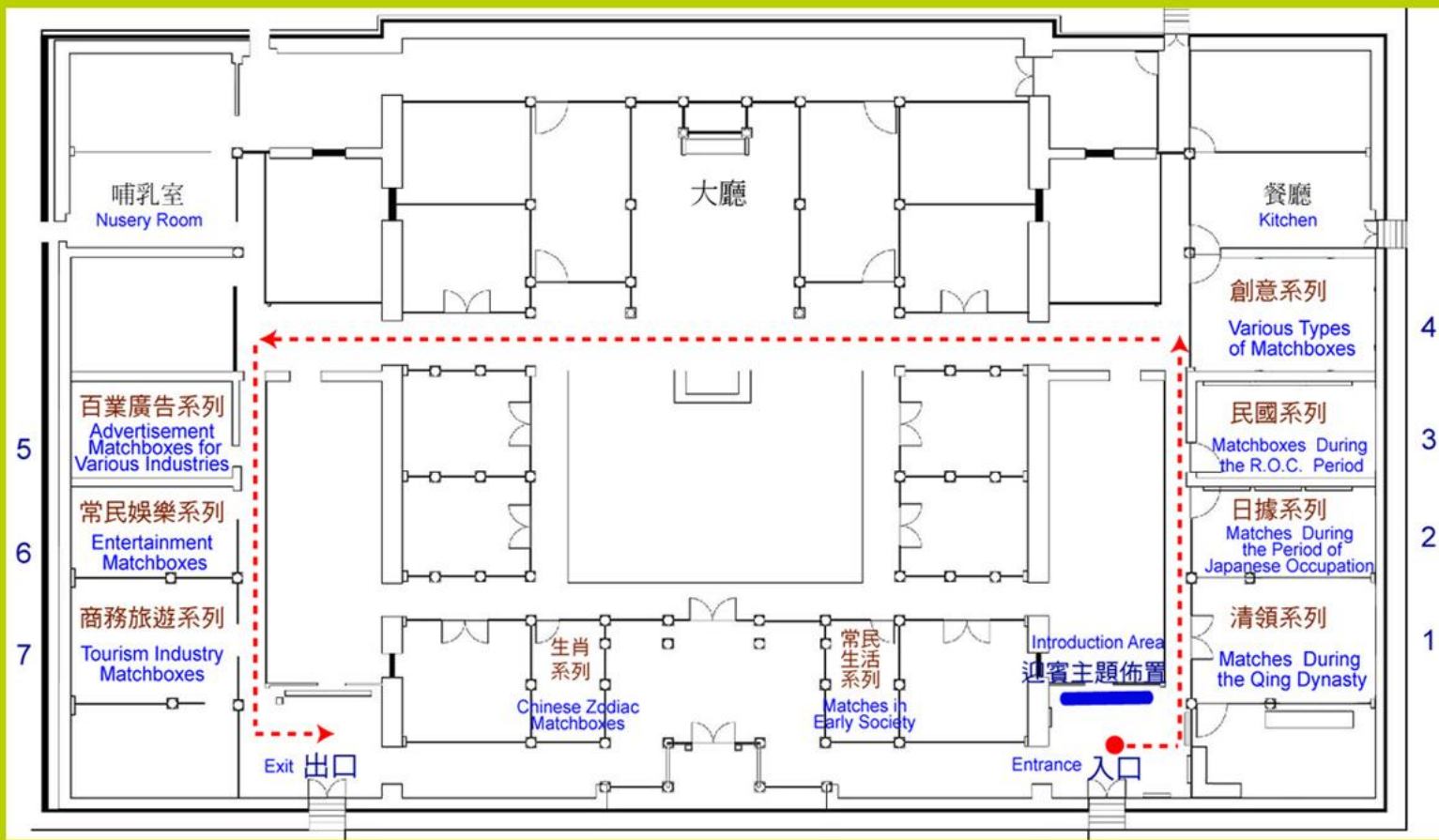


展場平面配置圖 Layout of Exhibition



懷舊火柴盒特展

◎入口區

Introduction Area



◎清領系列
Matches During
the Qing Dynasty



清領系列

Matches During the Qing Dynasty

◆火柴的由來

早在南北朝時期，中國人將硫磺沾在小木棒上，並藉助於火種或火石地引出火苗，被視為最原始的火柴。但摩擦火柴之誕生，則是在西元1826年時，由身為化學家和藥劑師的英國人—約翰沃克（John Walker）所發明，當時他使用氯酸鉀和硫化銻製成了第一款實用的火柴。

為了增加火柴的穩定性和易燃性，白磷與黃磷相繼成為火柴的原料，但19世紀中期安全火柴誕生後，黃磷漸漸被紅磷取代，各國也在不同時期宣布禁止生產和銷售黃磷火柴。

火柴的發明雖淘汰了早先使用之火鏟與火石，但現代社會當中，方便好用的打火機早已取代火柴被廣泛使用，成為民生必需品。

History of Matches

In the Southern and Northern Dynasties, Chinese people used small wooden sticks, sulfur and flints to strike fires. It was the beginning of using matches. Until in 1826, John Walker, a British chemist and pharmacist, used some chemical elements to invent friction matches for people using.

For improving safety and inflammability, white and yellow phosphorus were used as elements at that time. Until the middle 19th century, yellow phosphorus was replaced by red phosphorus, selling yellow-phosphorus matches were forbidden in all countries.

In today's modern society, flints and matches have been replaced by lighters.

Moreover, lighters are popularly used and have become necessities in our daily lives.

◆臺灣火柴發展史概述

19 世紀中葉，火柴開始自歐洲傳入中國，被稱為洋火或番火。當時外商以火柴做為高檔禮品向道光皇帝朝貢，立刻引起權貴階級之興趣，因此被大量引進中國市場。

為不依賴進口火柴，國人開始創辦火柴廠，並在西元1879 年間，由華僑商人衛省軒於廣東佛山投資創辦我國第一家火柴工廠，名為「巧明火柴廠」。清同治7年（西元1868 年），臺灣開始從淡水港輸入火柴，接著西元1878 年於打狗（現今高雄）地區，以及西元1891年於府城（現今臺南）地區相繼進口火柴。初期都是從歐洲進口各國火柴，或從香港輾轉出口來臺。

清光緒2 年（西元1875年），日人清水誠開始在日本創立「新燧社」並生產火柴，日本火柴逐漸興起且開始外銷來臺。

History of Taiwan's Matches

In the middle 19th century, matches were imported from Europe, some foreign businessmen offered matches to Daoguang Emperor as tributes. Soon, these matches interested many nobles, so more matches were imported then.

In 1879, Wei Sheng Hsuan, an overseas Chinese, established the first local match factory called "Chiao Ming Match Factory" in Guangdong Area.

In 1868, matches were imported in Tamsui. In 1878, matches were imported in Kaohsiung. In 1878, matches were imported in Tainan. All matches were shipped from Europe or Hong Kong.

In 1875, a Japanese businessman established a match factory in Japan.

Then, the Japanese match industry began to develop and could export matches to Taiwan.

懷舊火柴盒特展



◎火鑠
Flints



◎火柴缸
Match Bottles



◎火柴插
Match Bottles



◎金屬火柴盒
Metal Matchboxes



◎火柴匣
Match Bottles



◎中國火柴盒
Chinese Matchboxes



◎清末火柴盒
Matchboxes during
the Qing Dynasty

◎日據系列
Matches During
the Period of
Japanese Occupation



日據系列

Matches During the Period of Japanese Occupation

◆日據時期的火柴歷史概述

西元1895年（馬關條約簽訂），火柴完全從日本進口，臺灣成為日本火柴的天下。此外，受到中日戰爭之影響，為增加財政稅收及節約資源，必須對重要物資實施統制，火柴開始被納入戰時物資統制之民生必需品。

西元1938年，在臺灣總督府的支持下，「日本燐寸工業組合」與「日本燐寸共販會社」共同決議集資在臺中市橋子頭成立「台灣燐寸株式會社」，計畫生產火柴與供應全島使用。

翌年臺中火柴工廠完工並開始生產。隔年總督府實施火柴配給制度，有效管制火柴之使用。

西元1942年，總督府實施「燐寸專賣令」，將火柴列為專賣品，並將「台灣燐寸株式會社」改制為「台灣總督府專賣局台中燐寸工場」。

Matches During the Period of Japanese Occupation

In 1895, the "Treaty of Shimonoseki" was signed. Taiwan was overwhelmed by Japanese matches. In order to increase taxes and decrease expenses in war, Japanese government decided to execute the dispensation policy for many resources, matches were included.

In 1938, under the support of Governor-General, two Japanese enterprises decided to cooperate, furthermore, established a match factory together in Taichung. This factory was planned to produce enough matches for Taiwan's need at that time.

In 1942, the Governor-General executed an exclusive policy for selling matches. So this factory was reformed, and then was controlled by the government.

懷舊火柴盒特展



◎菸具組
Match and Cigarette Bottles



◎日據火柴盒
Matches during the Period of
Japanese Occupation



◎日據火柴貼標

Match Labels during the Period of Japanese Occupation



◎ 菸具組
Match and Cigarette Bottles

◎民國系列
Matches During
the R.O.C. Period



民國系列

Matchboxes During the R.O.C. Period

◆民國時期的火柴歷史概述

民國34年臺灣光復後，「台灣燐寸株式會社」被臺灣省專賣局接收，經修復生產工廠後恢復生產營運，並成立「臺灣省專賣局火柴工廠」。

民國37年2月7日，臺灣第一家民營公司——「臺灣火柴股份有限公司」正式成立，該公司開始生產各種品牌商品，並廣受民眾愛用，一直居於臺灣火柴生產之龍頭地位。

民國59年，該公司成為臺灣第一家股票上市公司，當時全體員工高達300多人，其中民國61年期間之生產量曾高達月產三萬簍，佔全臺產量之三分之二。

民國83年，臺灣火柴股份有限公司正式停止火柴生產，為將近55年的火柴生產歷史畫下句點。

Matches During the R.O.C. Period

In 1945, Taiwan was restored to the R. O. C. government. Then, the only match factory in Taiwan was renamed and reformed.

On Feb. 2, 1948, the first private match company, Taiwan Match Co., Ltd., was formally established and began to produce various types of matches.

In 1960, this company became the first listed company in Taiwan's stock market, total about 300 employees at that time.

In 1972, this company produce total about 30,000 baskets per month, 66% matches in Taiwan were produced by it.

In 1994, this company stopped producing matches formally.

懷舊火柴盒特展



◎水手牌火柴盒
Sailor Matchboxes



◎猴牌火柴盒
Monkey Matchboxes

懷舊火柴盒特展



◎猴牌火柴盒
Monkey Matchboxes



◎小封火柴盒
Packed Matchboxes

懷舊火柴盒特展



◎ 品牌火柴盒
Famous Brand Matchboxes

◎創意系列
Various Types
of Matchboxes



創意系列

Various Types of Matchboxes

◆人文活力—創意火柴盒

民國40年代，臺灣各地開始設立火柴工廠，業界因此成立「臺灣火柴同業公會」組織，並開始交換商業資訊與製造技術。之後隨著臺灣經濟的蓬勃發展，民國60、70年代是臺灣火柴產業最興盛與風光的年代，當時的「臺灣火柴同業公會」會員高達67家之多。

而各種具有特殊造型與豐富圖案的火柴盒，也擺脫以往四方外觀與樸素顏色之刻板印象，在當時市場競爭的環境下紛紛推出，為臺灣火柴業注入一股前所未有的活力，民眾競相珍藏並成為各行各業的宣傳贈品。

A Show of Cultural Vitality: Various Types of Matchboxes

In the 1950s, many match companies were operated in Taiwan, therefore, the "Taiwan Match Manufacturers' Association" was established. These companies often interchanged technologies and information together.

In the 1970s and 1980s, Taiwan's economy developed rapidly, so the match industry was in a highest point. The number of association members is up to 67.

At that time, various matchboxes with special appearances and patterns were created, the match industry show a cultural vitality that never had before.



◎抽屜型火柴盒
Drawer-Type Matchboxes



◎六角型火柴盒
Hexagonal Matchboxes



懷舊火柴盒特展



◎壁爐火柴盒
Grate-Type Matchboxes



◎長條火柴盒
Long-Bar Matchboxes

懷舊火柴盒特展



◎各式各樣火柴盒
Many Types of Matchboxes

◎百業廣告系列 Advertisement Matchboxes



百業廣告系列

Advertisement Matchboxes

◆行銷百業—廣告火柴盒

廣告火柴並非全由火柴工廠製造，多數由廣告商、設計公司承攬製作，再委託火柴工廠製造。一般是依客戶之需求來設計圖樣及材質，因此廣告火柴五花八門，多采多姿，頗能展現臺灣各地的特色。

尤其從各種廣告火柴的電話號碼多寡、印刷材質演變、設計藝術趨向、市場潮流變化等，皆能看出臺灣經濟發展的軌跡，十分有趣！

廣告火柴是臺灣火柴最具特色的部分，也是見證臺灣經濟發展最重要的物品之一。在媒體不發達的年代，商人從鄉村到城市，藉由火柴的流通性，將商業訊息傳遞到各角落，創造無限的商機。

Marketing Tools for Various Industries : Advertisement Matchboxes

Most advertisement matchboxes were designed by professional companies, and were manufactured by factories. So they had various types and appearances, moreover, could show many local characteristics.

According to the telephone numbers, materials, and designs, we could realize the process of economic development in Taiwan then.

In the era without many mediums, advertisement matchboxes were effective marketing tools for promoting products and advertising companies.

懷舊火柴盒特展



◎海洋火柴盒
Marine Matchboxes



◎陸空火柴盒
Transport Matchboxes



懷舊火柴盒特展



◎外交火柴盒
Diplomacy Matchboxes



◎軍事火柴盒
Military Matchboxes

懷舊火柴盒特展



◎金融業火柴盒
Finance Matchboxes



◎飲料火柴盒
Beverage Matchboxes

懷舊火柴盒特展



◎銀行火柴盒
Bank Matchboxes



◎彰化銀行火柴盒
Chinese Painting Matchboxes

◎常民娛樂系列 Entertainment Matchboxes



常民娛樂系列

Entertainment Matchboxes

◆常民娛樂火柴盒

報紙、雜誌、電影、電視、戲劇、遊樂區旅遊為常民之流行娛樂，由於火柴盒為當時最佳的行銷利器，娛樂業者均會印製火柴盒來做為廣告之用，多元之材質與創意之造型，配合電視電臺以及報紙雜誌之廣告，具有相當大的宣傳效果。

許多以明星肖像為主題的火柴盒，對當時的追星族來說，價值性足以媲美海報與照片，實為最夯與最時尚的收藏品。此外，也有以美國西部槍戰片與本土愛情文藝片為主題的火柴盒，更勾起大家對於當時電影之無限懷念。

Entertainment Matchboxes

Newspapers, magazines, movies, TV programs, dramas, and tours were popular entertainment items for ordinary people. So entertainment firms often gave customers matchboxes for advertising, in the meanwhile, also arranged mass mediums for promoting.

At that time, movie star, western movie, and romance film matchboxes were very popular collections.

懷舊火柴盒特展



◎造型火柴盒
Many Types of
Advertisement Matchboxes



◎國劇臉譜火柴盒
Chinese Opera Matchboxes



◎旅遊景點火柴盒
Scenic Spot Matchboxes

◎商務旅遊系列
Tourism Industry Matchboxes



商務旅遊系列

Tourism Industry Matchboxes

◆旅遊系列火柴盒

在觀光旅遊業開始盛行的年代，許多飯店與餐廳業者經常自製火柴盒供顧客使用，除方便現場有吸煙習慣的顧客外，亦可透過這些「癮君子」，達到行動式廣告宣傳效果，進一步吸引更多顧客上門。

當時以泡溫泉聞名的北投飯店、文人雅士匯集的波麗路餐廳、商賈歡聚的蓬萊閣酒樓等，都推出別具特色的廣告火柴盒；另外像是許多知名觀光飯店如圓山、華國、六福客棧等，均為當時臺北地區頗富盛名之商旅與生活休閒場所，業者所客製之火柴盒中，依稀可見許多早期常民生活的有趣軌跡。

An Introduction to Tourism Industry Matchboxes

When touring became popular in Taiwan, many hotels and restaurants often gave self-manufactured matches for advertising, smokers were the most important target group. At that time, many tourism enterprises such as the hot spring hotels in Beitou, Bolero restaurant, Peng Lai Ke club, Grand Hotel, Imperial Hotel, and Leofoo Hotel, all of them used self-manufactured matchboxes for advertising.

懷舊火柴盒特展



◎北投火柴盒
Hot Spring Hotel Matchboxes

懷舊火柴盒特展



◎外國觀光火柴盒
Foreign Tourism Matchboxes

◎十二生肖系列
Chinese Zodiac Matchboxes



十二生肖系列

Chinese Zodiac Matchboxes

◆十二生肖的起源

相傳「十二生肖」之最早記錄始於秦代，根據已出土之文獻—《睡虎地秦簡》和《放馬灘秦簡》，其中已用動物與地支相配，如《放馬灘秦簡甲種·盜者篇》所載生肖順序為：鼠、牛、虎、兔、蟲、蛇、馬、羊、猴、犬、豕，和如今的生肖差別很小。

此外，東漢王充所著《論衡》也有十二生肖之記載，其中雖然沒有明白的表示順序，但依據內文的關係可推論出生肖之順序。最早以生肖計算年齡，則是在南北朝時期的北周，其中《周書列傳第三》曾記載宇文護之母所寫之書信：「昔在武川鎮生汝兄弟，大者屬鼠，次者屬兔，汝身屬蛇」。

一般廣為流傳之「十二生肖」起源說，則是玉帝在自己生日當天舉辦動物渡河比賽，並取前十二名之動物做為紀年之用。

History of Chinese Zodiac

According to some documents in the Qin Dynasty, the word of "Chinese Zodiac" had already been written down. In accordance with the Chinese Era, 12 animals: rat, ox, tiger, rabbit, dragon, snake, horse, goat, monkey, rooster, dog, and pig were ranked to match the 12 Earthly Branches.

Besides, some documents in the Eastern Han and Northern Zhou Dynasty also had written down the ranking of 12 animals in Chinese Zodiac.

As most people knew, a contest for animals: running across river, was held on the Jade Emperor's birthday to rank 12 positions for the Chinese Zodiac.

◆傳統文化的另類呈現—生肖火柴盒

生肖與十二地支之結合，形成子鼠、丑牛、寅虎、卯兔、辰龍、巳蛇、午馬、未羊、申猴、酉雞、戌狗、亥豬之傳統紀年方式，每循環一次為一輪（十二年），國人常以出生年之象徵動物做為生肖所屬，並據以計算年齡甚至論命推運。此外，十二生肖被視為吉祥之物，因此常成為傳統藝術品之主題素材。

如同生肖錢幣、生肖郵票等等常被收藏之物品，以生肖為主題之火柴盒經常成為熱門收藏，而透過生肖文化之注入，其地位不再僅為傳統民生用品，實為極富價值之藝術品。

適逢馬年來臨，在國人的觀點中，馬為展現能力、積極作為與圓滿成功之象徵，本展區除各式生肖火柴盒外，特展出故宮百駿圖火柴以及其他馬年生肖火柴盒，藉此祝福所有參觀者能夠龍馬騰躍，吉祥如意！

A Show of Tradition Culture—Chinese Zodiac Matchboxes

By the combination of "12 Earthly Branches" and "12 animals in Chinese Zodiac", 12-pairs periods form the traditional Chinese era, people often use it to decide their ages and make a fortune telling. Besides, the animal signs are auspicious elements for creating art works.

As the same of coins and stamps, the Chinese Zodiac matchboxes had become very popular for collecting, also possessing both daily use and art value.

Particularly, for blessing all visitors, this room exhibits various types of horse-pattern matchboxes in the Year of Horse: 2014.



©12生肖火柴盒
Chinese Zodiac Matchboxes



◎馬年火柴盒
Year-of-Horse Matchboxes



◎馬年火柴盒
Year-of-Horse Matchboxes

◎常民生活系列
Matches in Early Society



懷舊火柴盒特展

常民生活系列 Matches in Early Society



◎少號電話火柴盒
Few-Telephone-Numbers Matchboxes

懷舊火柴盒特展



◎電器用品火柴盒
Appliance Matchboxes

懷舊火柴盒特展



◎常民生活火柴盒
Old Matchboxes