

KNOW YOUR COVERS!

Lite King

Lite King, as can be seen here, was a Pacific Match Co. box trademark. Exactly when it appeared is uncertain but it was gone by 1964.

The Pacific Match Co., itself, started in 1924. It was founded by O.V. Snyder and associates who had relocated to Tacoma from Wheeling, WV, where he had apparently worked in the match industry previously. The high cost of labor and materials forced the closure of the company in 1964.

