Plate 5. In a visually dramatic manner, this chromolithographed show card implied a close tie between production, product, and producer for the August Wolf Milling Company. Having to run the factory at night, using the latest of lighting technologies, demonstrated the demand for the products listed alongside the image of heroic production. The owner’s residence (far right) and retail outlet add to the indicators of his personal success and dedication to his firm; circa 1890.