Plate 3. Music was an important component of the good, bourgeois life in the late nineteenth century; homesteaders, for instance, sometimes even moved their pianos and reed organs out into the open air for family photographs to show their level of social graces. This chromolithographed poster for the Sterling Piano Company, circa 1885, is adorned by Charles A. Sterling's portrait, factory, home interior, and, very likely, his grandchildren, in this promotion of not only his pianos but their (and his) place in the social progress of the era.