



# THE VOICE



Grain Valley Historical Society

## The Easter Parade

Some of us grew up listening to Bing Crosby singing “Easter Parade.”

In your Easter Bonnet, with all the frills upon it  
You’ll be the grandest lady in the Easter parade  
I’ll be all in clover and when they look you over  
I’ll be the proudest fellow in the Easter parade

On the avenue, Fifth Avenue, the photographer will snap us  
**And you’ll find that you’re on the rotogravure**

So what exactly is the rotogravure? Rotogravure is a type of intaglio printing process, which involves engraving the image onto an image carrier. In gravure printing, the image is engraved onto a cylinder because, like offset printing it uses a rotary printing process. Once a staple of newspapers, it is still used for commercial printing of magazines, postcards and project packaging.

The process was first used in December, 1912, when the owner of the *New York Times* gave his readers the first complete pictorial newspaper section. By 1914, at least six newspapers offered regular rotogravure sections, usually on Wednesdays and Sundays. In addition to the *New York Times*, the *Boston Sun Herald*, the *Philadelphia Public Ledger*, the *Chicago Tribune*, the *Cleveland Plain Dealer*, the *St. Louis Post-Dispatch* and the *Kansas City Star* each featured a rotogravure section, which became the most widely read section of the papers.

The popular pictures were said to have inspired Irving Berlin to mention rotogravure in his song “Easter Parade.” And, by the way, did you know that while the song was written in 1933, it was first performed in a Christmas movie called “Holiday Inn,” which was released in 1942. “Easter Parade,” the movie, was not released until 1948.

At the historical society we have a limited number of articles and photographs that appeared in the *Kansas City Star*’s rotogravure section. I invite you to stop in and see our collection.



## Notes from the Historical Society

- Beginning in April the museum will be open on Saturday from 11 AM - 3 PM (when the building is not rented)
- Beginning on July 9, 2021 the museum will be opened on Wednesday, Friday & Saturday from 10 AM-4 PM and Sunday from 1-4 PM.



## Grain Valley Historical Society Meeting

**May 27, 2021**

**7:00 PM**

At the Museum, 506 Main Street  
We will enjoy “covid” free desserts, a program and a short business meeting.

You may know this building as home to the new Iron Kettle Brewery, but in the early 1950s it was E. F. Crull's Food Market and general store.



## Don't Forget to Take Photos

Will the Easter Bunny be wearing a mask this year? If you thought a mask was only for Halloween, guess again. As long as the pandemic is around I will continue to collect photos, printed bulletins, posters, etc. If you have small children (grandchildren) participating in Easter events (with a mask), the Historical Society would like to have a photo. Email your donation to [MLNMIZZOU@gamil.com](mailto:MLNMIZZOU@gamil.com) or bring to the museum any Wednesday between 10 AM and 3 PM.



## Building for Rent

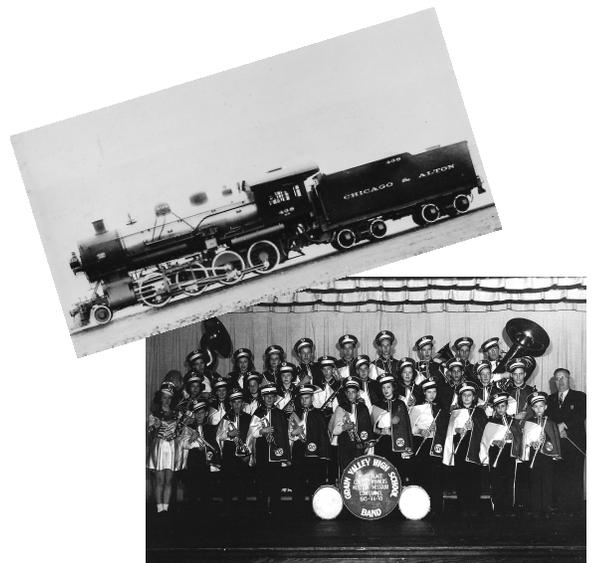
The Historical Society is available for rent at reasonable rates - - The half-day rate is \$75 and a full-day rental is only \$100

A great location for birthdays, bridal or baby showers, graduation parties and more!

For additional information call: (816) 867-5158 or (816) 392-4873

## Thanks!

A big thank you to those who answered my plea for photographs and artifacts. Although the response was not overwhelming, I did receive a few donations. As always, the Historical Society is grateful for any items that add to our collection and help to preserve the history of Grain Valley!



## Come Visit our Exhibits!

## Visit our website

[www.grainvalleyhistory.com](http://www.grainvalleyhistory.com)

For information on museum hours, meetings, special events and building rental, check out our website. The website is provided and maintained courtesy of the

## Valley News

*Grain Valley's Community Newspaper*