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press release  
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 biography



*Emerson Hart - vocals/guitar  
 Jeff Russo - guitar  
 Dan Rothchild - bass  
 Kevin Shepard - drums*

# TONIC

This is a good old-fashioned guitar band, folks... Yet even in their wildest moments, Tonic shows an unfiltered sensitivity, the kind that lets them transport the listener somewhere else.

"Dense...dark" is how one would describe the sound of **LEMON PARADE**, Tonic's debut release on Polydor Records. Says Russo, "It's very emotional: the sound is indicative of the mood laid down by Emerson's lyrics," which can be stormy. Hart cites influences as diverse as Led Zeppelin to the prose of Robert Frost as he nurtures an appreciation for the traditional art of story-telling. All are touchstones that color his somber, compelling musical and lyrical vision. Russo's guitar is the perfect complement, an ebb and flow montage that encourages sensory immersion.

The songs started happening in 1993 when the two New York City friends ran into each other in Los Angeles. They then hooked up with Shepard and Rothchild through the players that gather on Tuesday nights at Canter's Kibitz Room, a venerable Hollywood delicatessen.

Despite their diverse experiences and influences - Hart grew up on the Eagles and Bad Company. Rothchild divides the rock pantheon into two groups: the Beatles and everything else, and Shepard was listening to Minor Threat and playing in a hardcore band at 14 - Tonic found common ground in a deep appreciation for melody and a fondness for great rock bands.

The band went into the studio in early 1995 to record with esteemed producer/engineer Jack Joseph Puig (Black Crowes, Belly, Jellyfish.) While they were armed with more than an album worth of material, the creative vibe of the studio yielded a number of the songs that ended up on this record. Says Rothchild, whose production of Better Than Ezra's platinum **Deluxe** amply demonstrates he knows his own way around a recording console, "Jack Joseph is a madman; I've never seen anyone so dedicated to a project. He's got this insane arsenal of vintage gear that he knows all the intricacies of, all the flavors."

**LEMON PARADE's** emphasis is clearly on guitar - electric, acoustic, slide, lap steel - but bursts of dobro, mandolin and even diggeridoo add subtle textures to the admirably restrained production.

Rothchild summarizes their unorthodox methodology, "We're driven to reach somewhere we haven't been before. To have the music take on soul. You can't choose those times but when the muse comes, that's when the magic begins."

-March 1996

# tonic

**Are coming to your town!**  
(with I Mother Earth)

Friday	Aug 9	Camp Hill, PA	Zee's
Saturday	Aug 10	Philadelphia	Middle East
Sunday	Aug 11	Baltimore	Starz/Fletchers
Tuesday	Aug 13	Nashville	328 Performance Hall
Wednesday	Aug 14	Columbia, SC	Rockefellers
Friday	Aug 16	Orlando	Embassy
Saturday	Aug 17	Tampa	State Palace Thtr
Sunday	Aug 18	Ft. Meyers	Pyramids
Wednesday	Aug 21	Houston	tba
Thursday	Aug 22	Austin	Liberty Lunch
Friday	Aug 23	Dallas	Galaxy Club
Saturday	Aug 24	San Antonio	White Rabbit (headline)
Tuesday	Aug 27	Phoenix	Gibsons
Wednesday	Aug 28	San Diego	tba
Thursday	Aug 29	Los Angeles	The Whisky
Saturday	Aug 31	San Jose	Cactus Club
Sunday	Sep 1	Sacramento	tba
Tuesday	Sep 3	Portland	Roseland
Wednesday	Sep 4	Seattle	tba

**For more information/interviews please contact  
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AUGUST 1994

# guitar

## TONIC

*Lemon Parade (Atlas)*

This bicoastal quartet (two New Yorkers, two Californians) enters the alternative-rock arena with one of the beefier, more Led Zeppelinesque guitar/drums sounds going. Emerson Hart's furrowed-brow vocals come with a high angst quotient and a generic heartland sincerity, but then his and Jeff Russo's guitar riffing connects with Kevin Shepard's smack-on drumming (his only listed influence: Bonham) and Tonic tunes take off, as on *Lemon Parade's* opening three tracks and the sonic crunch of "Wicked Soldier." Several acoustic-based cuts are innocuous, but do serve to ratchet up the impact of the heavier tunes.

publicity

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