



CAFE CEDILLE'S
BACH À LA CARTE
 MULTIPLE-COURSE RADIO QUIZ

AN APPETIZING PROMOTION

Want a promotion your listeners can sink their musical teeth into?

Cedille Records has cooked up a multicourse on-air quiz: 10 *tongue-in-cheek* multiple-choice questions (below) for your listeners.

For prizes, Cedille will furnish up to 10 free copies of its new harpsichord CD, *Bach à la Carte*, by David Schrader, for use as on-air contest prizes.

Of course, you can come up with your own contest idea, and we'll still provide the CDs. Maybe your promotion could include travel companies, restaurants, and gourmet food shops, with prizes that would make the *Bach à la Carte* contest a feast for *all* the senses.

'GRILL' YOUR LISTENERS

WITH THESE QUIZ QUESTIONS

(*) denotes correct answer

1. Bach's Italian Concerto and his Overture in the French Manner require a harpsichord with
 - a) one keyboard
 - b) two keyboards*
 - c) no keyboards, just pedals

2. How widely did Bach travel?
 - a) He visited all the major European capitals
 - b) He stuck mostly to East-Central Germany*
 - c) He was afraid to leave the house
3. The word "chromatic" in Bach's Chromatic Fantasy and Fugue for harpsichord refers to which of the following:
 - a) Bach's use of harmonic techniques*
 - b) The shiny bumpers on early 18th-century Chevy Impalas
 - c) The type of film Bach used when taking snapshots of his patrons at post-concert receptions
4. In Bach's day, the harpsichord was called
 - a) a cembalo (CHEM-bah-low)*
 - b) a clavicle
 - c) a really old-fashioned piano
5. Which one of the following foods probably was part of Bach's diet
 - a) spicy Szechwan chicken
 - b) fish from inland rivers and streams*
 - c) fat-free oat bran muffins
6. Bach did not consume
 - a) beer
 - b) wine
 - c) so-called "fruit drinks" containing less than 10 per cent real fruit juice*

(continued on next page)

7. The phrase "à la carte" is a French expression that means

- a) each menu item is sold separately *
- b) "everybody to the dessert cart"
- c) an Islamic wheelbarrow (an "Allah" cart)

8. Bach's Overture in the French Manner was composed for

- a) Prince Nikolaus Esterházy
- b) the Elector of Liechtenstein
- c) the Burgomaster of Bremerhaven
- d) none of the above*

9. Bach's English Suites are called "English" because

- a) Bach confounded food critics by proclaiming British cooking "the best on the planet"
- b) Bach was a status-seeking Yuppie who thought anything British was "high class"
- c) Nobody really knows the answer*

10. The cover of the new harpsichord CD called *Bach à la Carte* shows foods representing national styles found in Bach's music. The Italian Concerto is represented by

- a) pizza with Canadian bacon
- b) fettucine, cheese, and tomato sauce*
- c) pasta salad from Denny's

□ □ □



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NEWS & INFORMATION

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Bach à la Carte:
Cooking Up Harpsichord Combo Platter
for Epicurean Tastes

Harpsichord CDs typically serve up a heaping portion of a composer's closely related works. On Cedille Records' new *Bach à la Carte* (CDR 90000 020), however, Chicago's David Schrader presents a platter of four differently-seasoned Bach compositions.

The disc opens with the lyrical Italian Concerto in F Major, BWV 971. In the program notes, Schrader describes this piece as "the apotheosis of Bach's many transcriptions from the works of many Italian composers."

The ornate Overture in the French Manner, BWV 831 (also known as the Partita in B minor), emulates the ornamentation, forms, and melodic inventions of the French style of the first half of the 18th century.

The meat of the program, the brilliantly improvisatory Chromatic Fantasy & Fugue in D minor, BWV 903, is quintessentially German and propelled by virtuosity.

The stately English Suite No. 1 in A Major, BWV 806, generally available only in a complete set of the six English Suites, seems predominantly French in its ornamentation, but with a thicker texture that suggests a German heritage. (How this stylistic hybrid and its companion suites became known as "English" remains a mystery; it wasn't Bach's idea.)

The entire *Bach à la Carte* program could be called "chromatic," with its extraordinarily wide range of colors owing to the instrument, Schrader's playing, and Bach's writing, observes Cedille producer Jim Ginsburg.

The double-manual harpsichord used in the recording was built in 1992 by Paul Y. Irvin of Glenview, Ill. Its acoustical design is modeled on a 1638 Flemish instrument.

The crystalline sound quality of Cedille's previous harpsichord releases with Schrader, performed in WFMT-FM's recording studio, drew praise from audio reviewers. For the present recording, the venue is Ganz Hall at Roosevelt University's Chicago Music College, where Mr. Schrader is a lecturer. Cedille translates its successful harpsichord miking technique to the larger acoustical setting. The result is a warmer sound, yet the music's inner design is as clearly rendered as before.

Bach à la Carte's tantalizing and witty cover design shows a bust of Bach presiding over a dinner table bearing servings of fettucine, cheese and tomato sauce; knockwurst and sauerkraut; trifle with shaved chocolate; and a bottle of Bourdeaux, prepared and arranged by food stylist Christianne Ingegno.

Cedille's CDs are distributed by Empire Music Group and are available nationally at finer classical record stores. For a free catalog and the whereabouts of local retail outlets, consumers are invited to write to Cedille Records, 700 W. Barry Ave., Suite 3-E, Chicago, IL 60657-4587, or call (312) 404-0758.

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Bach à la Carte
Italian Concerto in F major, BWV 971
Overture in the French Manner, BWV 831
Chromatic Fantasy & Fugue in D Minor, BWV 903
English Suite No. 1 in A major, BWV 806
David Schrader, harpsichord
Cedille Records CDR 90000 020