

# LOOP SCOOP

NO STATIC - AT ALL

**JOHNNY B.**

**AND**

**STEVE & GARRY**

**SWITCH**

**SHIFTS**

...

**HOWARD**

**STERN**

**JOINS**

**AM 1000**

DETAILS ON PAGE 5



FALL 1992

79¢  
CHEAP



# BEGINNING

**IN THE BEGINNING** there was WSDM, a radio station owned by the Chess brothers, Leonard and Phil, who also owned Chess Records. WSDM stood for "Smack Dab in the Middle," which referred to the station's dial position. Merri Dee, Linda Ellerbee, Danae Alexander, and the late Yvonne Daniels were a few of "the girls" or "the den pals" on the air. The format was jazz, and the Chess brothers used WSDM in the mid 60's to promote the jazz artists on their record label.

## BIRTH OF A ROCKER.

In 1977 the call letters were changed to WLUP, and the station was named "The Loop" after the downtown area of the city where the el turns around. The format changed to soft rock, with an airstaff that included Tom O'Toole, Les Tracy, John Rivers, Greg Budell, Bill Evans, Don Davis, Patti Haze, Russ James, Ken Noble, and Carla Leonardo.

## WE WILL ROCK YOU.

The Chess brothers sold WLUP in 1979 to Cecil Heftel, a Congressman from Hawaii. Heftel changed the format to AOR. The philosophy of the Loop at that time was "Chicago is the hog butchering capital of the world, and the music should sound like it." The new lineup included Steve Dahl, Les Tracy, Mitch Michaels, Sky Daniels, Billy Hayes, and Matthew Meier; Chuck Swirsky did sports, and Tom Webb did news. The Loop captured the heart of Chicago. Every car had a black graffiti-logo Loopsticker on it, every chest was proudly covered by a black Loopshirt, and Lorelei pressed her million-dollar lips together and said "Pow." Matthew Meier's overnight show crossed over into Steve Dahl's morning show so often that promotion director Dave Logan suggested they become a team. Matthew went back to his real name, and as 'Steve & Garry' they took The Loop to new heights. Huge crowds came to their Breakfast Club remotes at the Carnegie Theatre and the Allerton Hotel's Tip Top Tap, and they became the lightning rod for the anti-disco movement.



Sky Daniels

## DEATH TO DISCO.

In June of 1979, the first Disco Demolition was held at a converted disco in Homewood with a capacity of 2000; when 8000 listeners showed up, The Loop decided to do it again, this time in July at Comiskey Park. Listeners were invited to bring a disco record and 98 cents for admission; 30,000 were expected, and more than 80,000 showed up. Sister Sledge and KC & The Sunshine Band shrapnel flew through the air to the roaring approval of the crowd. Comiskey Park was nearly destroyed, and Chicago suddenly noticed the power of The Loop FM 98.

## KICKIN' SOME ASS.

Members of the airstaff came and went. The lineup at times included Mark McEwen, R.J. Harris, Pat Still, Sky Daniels, Bill Evans (for the second time), Wild Bill Scott, and Carla Box, along with Buzz Kilman and his "Blues News." Early in 1981, Steve & Garry were fired by Heftel for 'offending community standards,' and the format of the station once again changed, this time to "Kick Ass Rock & Roll." The Loop 'kicked ass' for two years, and enjoyed some success

with heavy metal teens, but the owners realized they would have to evolve to appeal to a broader audience. So, in 1983 the color black was sold to Richard Lewis, and The Loop switched back to mainstream rock & roll.

## JOHNNY IN THE MORNING.

The catalyst for the change in direction was the hiring of Jonathon Brandmeier in 1983 by Program Director Tim Kelly and VP/General Manager Jim deCastro, which set the stage for the positioning of The Loop as a rock & roll radio station with major personalities. Steve & Garry's former producer Greg Solk became Program Director, and through the ensuing years Solk and deCastro hired an airstaff that included Bobby Skafish, Bob Stroud, Patti Haze (for the second time), and John Landecker. After years of negotiations, they hired Dahl & Meier away from WLS to bring The Loop to unparalleled heights of success, #1 for years in a radio market that saw such competitors as rockers WMET, WRXR, WAGO, WCKG, and WXRT.



# ANNOUNCING

## BIRTH OF A BLOWTORCH.

Back up a few years. WCFL, once owned by the Chicago Federation of Labor (CFL), was a successful Top 40 station in the 60's and most of the 70's. In 1976 it switched to beautiful music, and in the 80's when it was sold to Statewide Broadcasting, it became a religious station. When Statewide merged with Heffel to become H&G Communications in 1987, WCFL became WLUP AM 1000. A year later, Heffel was gone and the new management group was named Evergreen Media. It was headed by Scott Ginsburg in Dallas and Jim deCastro in Chicago, who with Solk lit the 50,000 watt blowtorch known as AM 1000.



## THE BLOWTORCH IGNITES.

Steve & Garry were given equity in the new AM 1000, i.e., a piece of 'the big rock candy mountain,' thereby ensuring that they wouldn't 'offend community standards' again. With Dahl & Meier in the afternoon and Jonathon Brandmeier simulcast in the morning, a new kind of radio station was born. A plea of help to Steve & Garry pulled Kevin Matthews from radio purgatory in St. Louis, and soon Chet brought his "Coppock on Sports" to the mix. Our commitment to sports was further enhanced with a three-year run with the Chicago Bulls, who won their first World Championship ever in their final year with WLUP. Proving that AM 1000 could go "Ed to Ed" with other talk radio stations, we added Ed Tyll and most recently Chicago Ed Schwartz to an already stellar list of talent.

## WE ARE FAMILY.

Other stations profess to be, but the two Loops really are family. And just as each family member has a distinct personality, so do AM 1000 and FM 98.



## THE ENTERTAINMENT AND SPORTS NUTS.

AM 1000 is a mix of comedy, talk, sports, news, rock & roll, and some of the best known personalities in the country. The station is driven by audience involvement, allowing you, our listeners, to directly take part in shaping our programming. The talent, in turn, will inevitably make you think or smile, as they put their own special spin on the events of the day. AM 1000 as a station is continuously involved in local and national issues that relate to the community, and members of the airstaff take a personal interest in campaigns to help the homeless,

prevent child abuse, increase awareness about AIDS, protect the environment, and more. You'll also find a strong commitment to sports on AM 1000: For the next five years we'll be the radio home of the Chicago Blackhawks, and since September we've been carrying Illini football and later basketball. Coppock on Sports is heard nightly, and if "America's #1 Sports Talk Show" according to USA Today's Rudy Martzke "isn't enough sports for you, we also carry Indy car racing, the Final Four, NBA games. Add it all up, and you'll find that Chicago's AM 1000 is unlike anything you'll hear on any radio dial.

## THE ROCK & ROLL GIANT.

The Loop FM 98 has 15 years of success setting industry standards in a radio market that's constantly changing. We were once home to heavy metal, but we've changed—with you—to bring you the rock & roll that fits your lifestyle. The FM 98 airstaff is widely considered to be among the best talents in the radio industry, veterans of rock wars, all with a wealth of local and national credibility, a vast knowledge of rock & roll and its history, and a knack for staying in close touch with you. We're committed to continually bringing you timely information on current events and promotions that reflect your love of rock & roll, tickets to major concerts both home and abroad, and special features with major rock artists and bands.

## AND WE THANK YOU.

Radio polls show that you listen more to AM 1000 and FM 98 than to any other radio station in Chicago, and we appreciate your loyalty to The Loop and our radio sponsors!

## GONE FROM THE LOOP BUT STILL IN OUR HEARTS

(We Couldn't Fit Everyone into These Few Pages!)

- Dan Michaels
- Tim & Beth Disa
- Bob Gelms
- Maggie Brock
- Carrie Cochran
- Chip Hobart
- Ashley Knight
- Jeff Finch
- Chris Torres





We're happy to bring you our second issue of Loop Scoop, with many new features in response to your suggestions. You wanted more editorial content, and this issue has it. Since we're celebrating the 15-year anniversary of FM 98 and the 5-year anniversary

of AM 1000, inside you'll find a history of Loop events, personalities, and lots of fun photos. We hope you enjoy the nostalgia. There's also plenty of new merchandise in our catalog section. As we always welcome your ideas for improving FM 98 and AM 1000, so do we also

welcome your ideas for Loop Scoop. We'll deliver what you want if you just write to us. Send your comments to LOOP SCOOP, care of WLUP Radio, 875 North Michigan Avenue, Chicago 60611.

WLUP General Offices:  
312/440-5270

Concert Line: 312/664-0858

FM 98 Request & Contest Lines:  
591-ROCK, 591-ROLL

AM 1000 Request  
& Contest Lines: 591-WLUP

Sales Office: 312/440-0857

Fax Numbers

Johnny B.: 312/337-8093  
Kevin Matthews: 312/440-3701  
Steve & Garry: 312/440-3701  
General Office: 312/440-9896  
Sales Office: 312/440-9377

**THE LONG TERM LOOP**



**MATT BISBEE**  
Loop Production Director, 13 years



**GERRI WELLS**  
Loop Office Manager, 13 years

<b>MONDAY-FRIDAY</b>	<b>FM 98</b>	5:30AM	6	7	8	9	10	11	NOON	1PM	2	3	4	5	6	7	8	9	10	11	MIDNIGHT	1AM	2	3	4	5	
		Steve & Garry	Bob Stroud	Charlie Logan	Bobby Skafish	Terry Gilson	Kaempfer/Dirks																				
<b>AM 1000</b>		The Howard Stern Show	Kevin Matthews	Jonathon Brandmeier	Chet Cappel	Eddie Schwartz	John H. [unclear]																				
	<b>SATURDAY</b>	<b>FM 98</b>	6AM	7	8	9	10	11	NOON	1PM	2	3	4	5	6	7	8	9	10	11	MIDNIGHT	1AM	2	3	4	5	
		In The Studio	Best of Steve & Garry	Bob Stroud	Terry Gilson	Scott Dirks	Hick Kaempfer																				
<b>AM 1000</b>		Sports Notes	Kevin Matthews	Bits of Brandmeier	Chet Cappel	Chicago Saturday Night	Joe [unclear]	The Comedy Hour	All Night Live																		
	<b>SUNDAY</b>	<b>FM 98</b>	5AM	6	7	8	9	10	11	NOON	1PM	2	3	4	5	6	7	8	9	10	11	MIDNIGHT	1AM	2	3	4	5
		Public Service	Bob Stroud	Wendy Stryker	Scott Dirks	Bob Heymann	Joe [unclear]	Kaempfer/Dirks																			
<b>AM 1000</b>		Rock n' Roll Boats	Wide World of Sports	Peasants Program	Joe [unclear]	Costas	Religious Programming	OH Air																			

**SCOOP TROOP**

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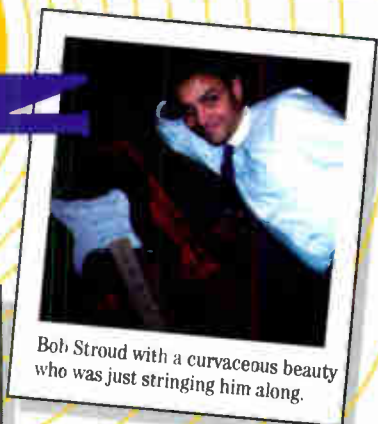
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Carol Pedone

# LOOP

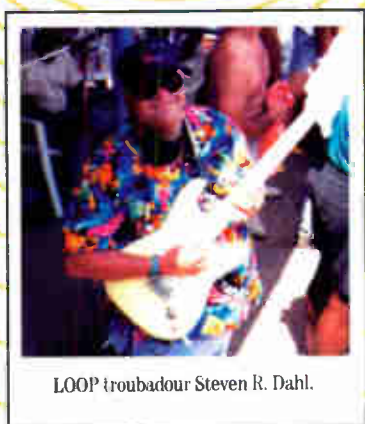
FM 98 AM 1000



Steve with his idol Carlton Fisk



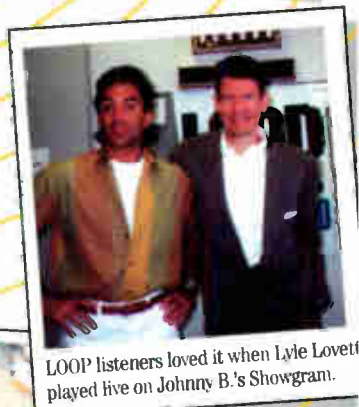
Bob Stroud with a curvaceous beauty who was just stringing him along.



LOOP troubadour Steven R. Dahl.



Kevin with Kathy, his number one fan. (Some things are better left unseen.)



LOOP listeners loved it when Lyle Lovett played live on Johnny B.'s Showgram.



LOOP listeners competing to "Win a fishing trip to Canada with Johnny B. and Babe Winkelman."

## JOHNNY B. SWITCHES SHIFTS WITH DAHL & MEIER; HOWARD STERN JOINS AM1000

Hey, even a Rolls Royce needs to have its oil changed. Besides, if we stayed the same, you'd get bored with us. So we are

progressively making some changes. Johnny, Steve, and Garry welcome the challenge to reinvent themselves. As for the

Howard Stern Show, as with any of our programs, if you like it you'll listen; if you don't you won't. It's as simple as that.

All in all, we're just trying to get better...and that should be good for all of us.

Howard Stern 6-10am on AM1000; Johnny B. 3-7pm on AM1000; Steve & Garry 5:30-10am on FM98

Bill Cosby

Jay Leno

Mayor Daley

Bobby Vinton

Ernest Borgnine

The Beach Boys

## CHICAGO ED SCHWARTZ JOINS LOOP LINEUP

Marlo Thomas

John Astin

Veronica Hamel

Ron Howard

Tom Dreesen

Robert Conrad

Tom Skilling

Rita Rudner

Fess Parker

Jerry Reinsdorf

Fred Savage

Roger Simon

Steve Allen

10pm - 2am  
MONDAY - FRIDAY

Turn to AM 1000 weeknights between 10pm and 2am, and you'll hear Chicago radio legend Eddie Schwartz. He's only been here for a few short months, but the phones are hot and the list of celebrity guests on his show is already astonishing:

Schwartz, who was overnight personality at WGN Radio since 1982, started his broadcasting career as a receptionist and studio assistant at WLS and then spent nine years at the old WIND. He jumped at the chance to come to AM 1000 and work an earlier airshift that would better serve much of the audience he built over so many years.

Through the years, Eddie's annual Good Neighbor Food Drive has generated hundreds of thousands of dollars worth of food for Chicago's hungry. The food drive will be right here on AM 1000 this holiday season; December 11th is the scheduled broadcast date.



Kathy Voltmer  
(News)



Mitch Rosen  
(Producer)



# RADIO PRO-FILE



# HELLO LARRY

Larry Wert VP/ General Mgr.  
WLUP AM-FM

Dear Mr. Wert

With regards to the FCC complaints that have been lodged against WLUP AM 1000, we would like to express our distress over the situation. My husband and I have been listeners for over seven years. We are thirty-seven and thirty-two, respectively. We are both college graduates and have a healthy income. We both feel it is an injustice to us to have the FCC decide what is acceptable community standards. We will continue to listen to Steve & Garry because of the frank discussion on family topics, world problems, local issues, and anything else they decide to talk about. We hope that you and the management fight this complaint until the end. Please do not let four complaints decide what is best for thousands of others.

Sincerely,  
DEBORAH PIEKARZ  
Oak Park

Dear Deborah:

We agree. As you may know, we have taken a stance on this very complex issue. While we respect the intent of government (FCC) here, we believe the regulation on indecency is arbitrary and vague. It defines indecency as "material that depicts or describes, in terms patently offensive as measured by contemporary community standards for the broadcast medium, sexual or excretory activities or organs." We recognize our responsibilities as broadcasters, but the current rules are unworkable. They also have a chilling effect on the ability of our talent to be extemporaneous, innovative, and some times controversial. Community standards vary from one individual to the next. They also change over time. We feel strongly about your/our first amendment rights here. Hence, we had no choice but to challenge the ruling. Hopefully our fight will result in a win for everyone.

Sincerely, LARRY WERT

CC: Andrew Dice Clay

Dear Mr. Wert

My family and I have been avid Loop listeners for the last five years and we have heard from various sources that there are plans to syndicate the AM Loop. My purpose in writing is to ask you if this is indeed true, what is the timetable for syndication, and more importantly, in what cities.

Sincerely,  
JOHN A. SANKEY JR., Palos Heights

Dear John:

Yes, we will be syndicating our programs on AM 1000. The rollout will begin later this year in some select cities, and we expect to have affiliates in multiple markets by the end of '93. Keep listening for specific announcements. Also, Loop Scoop will keep you apprised as we grow. Thanks for listening.

Sincerely, LARRY WERT

Dear Mr. Wert

I am a big fan of WLUP, both AM and FM, and when I heard about the inaugural issue of Loop Scoop magazine, I ran right out to my local 7-11 to purchase my very own copy. Unfortunately, as I leafed through, I unhappily discovered my hard earned money had bought a glorified catalog. Instead of articles about personalities, I got Jack Talk, and two pictures of Johnny in Japan rather than reviewing the whole excursion. I wanted more.

GARY L. SCHOTZ Buffalo Grove

Dear Gary:

Thanks for your feedback, and I agree. We absolutely can and will improve our content. When new restaurants open, they often change their menu until they get it right. As for the catalogue section, that's not only how we hope to pay for this project, but per listener requests we wanted to make it easier to get Loopwear. Besides, Loopwear makes for great gifts—just ask my family!

Sincerely, LARRY WERT

Do you have  
Something to say? Write to:

HELLO LARRY C/O WLUP  
875 North Michigan, Suite 3750  
Chicago IL, 60611

# LISTENING HAS ITS REWARDS

*Here's just a taste of the promotional fun we had on AM 1000 and FM 98 in the past few months:*



Steve & Garry moved Aloha Friday to Thursday, July 2nd, hosting a pool party and live broadcast at the Barclay Hotel for 20 of their fans, courtesy of Diet Coke. The weather gods apparently didn't like the change in days, and gale force winds blew in to everyone's dismay. The crowd said aloha to the giant decorative Tiki head as it crashed unceremoniously into the pool. Not to worry, though: The tropical drinks and puupuus were saved, no one was hurt, and Steve's idol and close personal friend, singer/songwriter Jimmy Webb, made sitting inside the pool house on a stormy day something to be remembered.



FM 98's key giveaway struck a chord with listeners who were hoping to drive away in a 1993 Ford Probe GT. All the key winners met up with Johnny B. at Diversey Harbor on July 10th, as he kicked off the Budweiser Air & Water Show with a live broadcast. Each contestant reached into the Loop prize drum and pulled out a key; one key started an \$18,000 fire-engine red 1993 Ford Probe GT, a second opened the lock on a \$3200 jetski, and the third was the key to a ride in a Bud Air & Water show precision acrobatic plane.

Kev-Head City Slickers will experience clean air and wide open spaces, courtesy of Leinenkugels. Kevin gave away four trips for two to the Double Bar J Guest Ranch in Dubois, Wyoming, with air travel on American Airlines, during a week of shows in August. He gave away a fifth trip to a listener in the crowd during his August 14th live broadcast at Dumas Walters in Mt. Prospect.

On FM 98 in August, we gave away two Around the World trips that represented our commitment to "All the Classics Plus the Best New Rock & Roll." The first was to Boston to see Bruce Springsteen in concert,

courtesy of Edwardo's Pizza; the second, was to LA for the redhot Lollapalooza II tour, courtesy of Marshall Fields. How difficult is it to win great trips like these?—All you have to do is send us a postcard and listen for your name.



Steve & Garry did their July 17th show live from Arlington International Racecourse, joined by 40 winners in a private party tent who enjoyed an afternoon of gourmet food, plenty of Coors Beer, and heavy betting. After many trips to the betting station (or as Steve calls it, "the reverse cash station"), Steven Robert Dahl walked away a winner, thanking the "midgets on dogfood" who helped him win.

Kevin filled in for Steve & Garry while they were on



vacation the week of July 31st. Twenty listeners were invited to join Kev for the Friday Night Sox Party which included plenty of Miller High Life, burgers,

and celebrity guests, including White Sox pitching ace and budding rock star Jack McDowell. After the party/broadcast, the whole group moved up to the bleachers for the game.

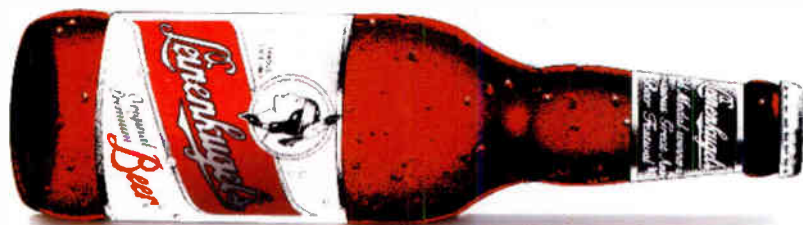


To celebrate the 15th anniversary of The Loop FM 98, we threw a series of free (not budget) concerts. There was Eddie Money Unplugged in March... Bob Stroud's Rockestra with The Ides of March featuring Jim Peterik in April... Two shows in May: Sass Jordan and Tom Cochrane... A double bill in June: Steppenwolf and the Bad Examples... Toad the Wet Sprocket brought down the house in July with Michael McDermott... And the finale was The Men and The Sighs in August. Thanks to the Park West and to Jam Productions Ltd. for producing the shows; to Capitol, Charisma, MCA, Polygram, and Sony Music for helping us with talent; and most of all, thanks to you for your continued support through these many years.





**THERE'S  
ONLY ONE  
WORD THAT  
EXPRESSES OUR  
GRATITUDE FOR  
125 YEARS OF  
SUPPORT.**



**THANK YOU.**  
(Okay, so it's two words.)



**LEINENKUGEL'S. OUT THERE FOR 125 YEARS.**

**GREAT  
FOOD**



**GREAT  
PEOPLE**

## TUESDAYS

Taco Tuesdays!  
\$2.00 margaritas,  
\$1.00 tacos

## WEDNESDAYS

Drink specials,  
contest and prize  
giveaways

## THURSDAYS

\$.50 Drafts  
from open 'til close,  
\$1.00 Pizza Slices

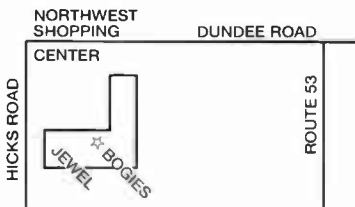
DANCING  
DARTS  
POOL  
PRIVATE PARTIES

## FRIDAYS

"All you can eat"  
dinner buffet  
from 4pm 'til 8pm.  
Karaoke 5pm to 9pm.  
Open 'til 4AM!  
Weekend fun begins!

## SATURDAYS

Party all night long  
'til 4AM



**"HERE'S LOOKING  
AT YOU, KID"**

555 East Dundee Road, in Palatine • (708) 934-1946

FREE LUNCH • FREE DINNER

# MOTHER HUBBARD'S

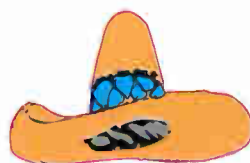
TWO  
10FT.  
SCREENS  
FOR  
ALL  
NFL  
ACTION

5 WEST HUBBARD



BUSES  
TO AND FROM  
BEAR GAMES  
EVERY  
12 MINUTES  
VIA  
CTA SHUTTLE  
\$1.20

#1 BURGER  
IN CHICAGO  
3 YEARS  
IN A ROW



MEXICAN  
SPECIALTIES

FOOD  
TO GO  
OR  
EAT IN

MOTHER HUBBARD'S  
IS OPEN 7 DAYS A WEEK 11:30 'TIL 2:00AM

312-828-0007

Call us about your next corporate or private party!



Bring this coupon in and your entree is FREE  
with the purchase of another entree  
of equal or greater value!



**GOOD FOR LUNCH OR DINNER**

5 WEST HUBBARD

(Expires  
Dec. 31, 1992)

OPEN 7 DAYS A WEEK 11:30 'TIL 2:00AM • 312-828-0007

(Expires  
Dec. 31, 1992)

FREE LUNCH • FREE DINNER

"I love Howard Stern. Glad he's here."

"The flood,  
the bridge,  
now Stern...  
nice goin'  
jerk."

"Hey Steve,  
How's it feel?."

# WHY HOWARD STERN

OVER THE YEARS **Chicago** HAS BEEN **HOME** TO SOME OF OUR COUNTRY'S GREAT

**RADIO TALENT.** WE THINK THAT RIGHT NOW WE HAVE ASSEMBLED THE **MOST UNIQUE** AND

CUTTING EDGE **personality line-up** ON ONE STATION ANYWHERE.

FOR SOME TIME NOW WE'VE TOLD YOU OF OUR PLANS TO BRING YET ANOTHER PERSONALITY

SHOW TO CHICAGO. IN **LOOP FASHION,** WE WENT FOR THE BIGGEST, HOTTEST PROGRAM

WE COULD ADD. **The Howard Stern show** IS NOW **#1**

IN NEW YORK, LOS ANGELES, PHILADELPHIA, WASHINGTON AND HAS RECENTLY ROLLED OUT

INTO CLEVELAND, DALLAS AND ALBANY. HOWARD WAS DESTINED TO **HIT** CHICAGO AND WE

THOUGHT THE LOGICAL SHOWCASE SHOULD BE **AM 1000.**

SO WE DECIDED TO **LET YOU,** CHICAGO, **DECIDE** IF THE PROGRAM WILL WORK IN OUR CITY.

IT'S AS **simple as that.**

AND, OH YEAH, DON'T WORRY ABOUT STEVE, GARRY, KEVIN, AND JOHNNY. THEY ARE **EXCITED**

ABOUT THEIR SHIFTS AND **focused** ON THEIR OWN SHOWS. WE ALREADY KNOW

HOW YOU **feel** ABOUT THEM AND HENCE THEY HAVE JUST BEGUN A **NEW ERA** OF

**UNPARALLELED** RADIO ENTERTAINMENT IN **Chicago.**

THE LOOP IS CONTINUALLY GROWING AND EVOLVING. RIGHT NOW OUR GOAL IS FOR

STEVE & GARRY AND ALL OF **FM 97.9** TO BE YOUR FAVORITE PERSONALITY **ROCK**

STATION, AND **AM 1000** TO BE THE **GREATEST** TALK ENTERTAINMENT AND SPORTS

**STATION** IN THE COUNTRY.

WE'RE DOING OUR **BEST** AND WE HOPE YOU'RE WITH US.

SINCERELY, LOOP MANAGEMENT

"I  
would  
rather  
be eating  
glass  
than  
listen  
another  
minute."

"He's  
incredible.  
Put him  
on FM."

"Mr. Wert,  
please  
simulcast  
Steve & Garry,  
you sick  
twisted  
moron."

"If he takes one more shot at Steve or Johnny,  
I'm gonna kick his N.Y. ass."

"Save  
your station, ...  
pull the plug."

"Loop  
thanks  
for giving us  
a choice.  
Great  
Radio."

"Congrats!  
You've  
taken  
your  
station  
to a  
new Low."



A.



- A. 15th Anniversary FM98 Leather Jacket**  
The collector's item of the future.  
100% wool chest with quilted lining and "Corinthian" leather sleeves.

B.



- B. Watch FM98**  
There's always plenty of time to rock with The LOOP FM98.

**Watch AM1000**  
Time flies when you're having fun.

- C. 5th Anniversary AM1000**  
Five years old and still growing



- 15th Anniversary FM98**  
**D. If you can't afford the jacket buy the shirt!**



- E. Original Classic LOOP**  
According to Webster, clas'sic: in fashion year after year, just like the LOOP FM98.  
Available in: white, black  
Specify: L, XL, XXL



- F. Basic LOOP**  
There is no substitute.  
Specify: L, XL.



- G. 90's at Nine**  
Recommended by most numerologists.  
Specify: L, XL,



- H. LOOP Chicago**  
Your city, your radio station!  
Specify: L, XL,



C.



D.



E.



F.



G.



H.

**LOOP**  
**WEAR**


Order by phone **1-800-451-4555**  
or by mail. See order form for pricing and details

Available Styles: T-Shirt= Sweatshirt= Baseball Cap=



**A. Afternoons/After Work**

Johnny's moved so be first to say you moved with him.

Specify size: L, XL. 

**B. Eat Me**

It's not dirty unless you think it is.

A favorite with parents and husbands  
Specify size: L, XL, XXL



**C. Yeah Baby**

Wear it proud. Say it loud!

Specify size: L, XL



**D. Work Hard, Play Hard**

You work hard all day don't you?  
And after work it's time to party.  
Begin your play time with Johnny  
and keep it going all night long.

Specify size: L, XL



**E. Boner University**

This heavy weight official college  
sweatshirt is beautifully embroidered  
with the emblem of one of America's  
top Universities. Remember  
"Upstanding students only."

Available in:

Gray 13oz. heavy weight sweatshirt  
Specify size: L, XL, XXL



**F. Boner University Athletic Club**

Do you pump it up after work?  
Join the Boner U Varsity team.  
sleeve says Work Hard,  
Play Hard, Stay Hard.

Available in: Gray only  
Specify size: L, XL, XXL



**G. Brandmeier Eyes**

You've seen them on the  
billboards all over Chicago, now  
put them on your chest.

Available in 100% cotton T-shirt.  
Specify size: L, XL



**H. JLS World Tour**

If you're a Leisure Suit fan, this is the  
official *Tour* tour shirt you have to own!

Specify size: L, XL



**I. We're All Crazy**

"The Brandmeier Anthem  
of Chicago". Makes a great gift

Specify size L, XL



A.



B.



C.



D.



E.



F.



Special for Fall!

JONATHON

BRANDMEIER

G.



H.



(Back of shirt)

I.



**J. Brandmeier**

Johnny and the Leisure Suits  
play all their hits. Includes the  
"Moo-Moo Song," "We're All  
Crazy," "Good Sturdy Woman,"  
and many others.  
This is THE party disc.  
Specify: CD or Cassette

**K. Leisure Suit Concert Video**

The Tribune called Johnny and the  
Leisure Suits "Chicago's Hottest  
Act." You'll find out why! See  
Johnny and the Band perform to  
26,000 people in a sold out show at  
Poplar Creek Music Theater.  
It's not a concert... it's a party!  
Includes all Johnny's originals  
and more.






A.




(Back of shirt)

**A. Swing Baby**

For the Bernie...SMACK...and Bunny...SMACK...in everyone. Get one today and "Swing Baby!" Specify size: L, XL. 

**B. The Classic Key Head**


It's the original Key Head shirt, distinguished yet modest. Look mom, nothing's offensive here. Suitable for family gatherings. Specify size: L, XL, XXL. 



B.

(Back of shirt)

**C. Jim Shorts Athletic Dept.**

The same workout used by professionals like Butthead & Koz and others... Be a stud, join the Athletic Club today! Specify size: L, XL. 

C.




D.




E.



**D. What are you, Goofy?**

And that's how people will look at you. The phrase that's sweeping the nation is a real conversation starter. Specify size: L, XL. 

**E. Gooped/Gop**


Spread the word; don't get gooped up on gop. This shirt will certainly help. From the Jim Shorts Collection. Specify size: L, XL. 

**F. Audio Cassettes**

Your radio is broken? You've got a lousy car antenna? You simply can't get enough of Kev? Get the official Kevin Matthews bootleg audio tapes.

- \*VOL I - The Early Years
- \*VOL II - The Best of Jim Shorts
- \*VOL III - The Best of the Best

**G. Is It Wrong?**

From the R. Burr collection. Is it wrong for two men to share this order form? I don't think so. Specify size: L, XL. 

F.



G.

(Back of shirt)

Order by phone 1-800-451-4555 or by mail. See order form for pricing and details



**A. S&G Logo**

The original is back!  
Multi-colored and ready to wear.  
Specify size: L, XL, XXL



**B. Radio Gods**

For those people who are always  
losing their religion.  
Specify size: L, XL



**C. Aloha Friday**

Celebrate with the design which  
helps you sail into the weekend  
Specify size: L, XL



**D. 13 Years**

The age of Priscilla Presley when  
Elvis first dated her, and Steve &  
Garry's current reign.  
Specify size: L, XL



**E. S&G Tomato**

A real hit with vegetarians and  
ketchup fans.  
Specify size: L, XL



**F. Wanted**

They're still wanted!  
Wear it proudly  
Specify size: L, XL



**G. Yin & Yang Dahlfins**

Body & Mind / Rock & Roll,  
it all fits together.  
Specify size: L, XL



**H. Repetitive Dahlfins**

Enjoy the soothing effects of  
The Dahlfins over and over again.  
Specify size: L, XL



**I. Dahlfins Concert**

The official logo for the World  
Theatre debut of the Dahlfins, a  
must have along with the EP.  
Specify size: L, XL



**J. Dahlfins EP**

The first Dahlfins release,  
an EP containing 3 songs  
and a performance track.  
You've got to hear this thing.

Don't forget!  
"Tropic Tides"  
CD and Cassette  
A perfect release chock full  
of Dahlfins music.  
A perfect complement to the EP.  
See order form to reserve  
your copy!  
Ships in November!

B.

A.

C.

E.

D.

F.

G.

H.

I.

J.

K.

L.

# STEVE & GARRY



**Decade of Service**  
From Disco Demolition to  
vasectomy verite, it's a  
sampling of Steve & Garry's  
first ten years together.  
Available on audio cassette.

**New Year 'Steve & Garry**  
A clown, some midgets, scantily  
clad women, a circus video?  
No a Steve & Garry New Year's  
party that turned into a three  
ring circus.



A.



C.



**BUZZ**

B.



**STROUD**



D.

**LOOP FAMILY ALBUM**

The only compilation of music by all the LOOP personalities, Johnny and the Leisure Suits, Steve Dahl and the Dahlfins, Buzz and the All Bubba Blues Band, Ed Zeppelin and Bob Stroud's Rockestra.




**COPPOCK**

E.

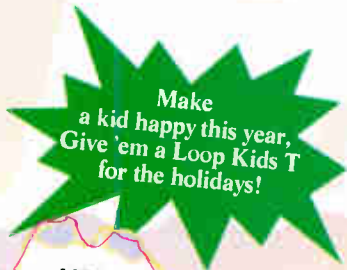


**A. Put a Good Buzz On**  
Perfect for a night out at the Blues clubs. 100% cotton t-shirt  
Specify size: L, XL 

**B. Every Trick in the Book**  
Now you can put a good Buzz on your cassette deck with EVERY TRICK IN THE BOOK, the first live recording of Buzz Kilman and the All-Bubba Blues Band.

**C. Rockestra**  
Bob Stroud and Rockestra's official t-shirt  
100% cotton t-shirt  
Specify size: L, XL 

**E. Coppock on Sports**  
The Chetman's official sports t-shirt  
Specify size: L, XL 



**F. LOOP Kids**  
For the young LOOP listener. This LOOP Kids line makes your youngster the hippest kid on the Block. Also a great gift item!  
Specify: Baby Bib, Lap Shirt (Newborn)  
Toddler T-Shirt (2-4)  
Youth Sweatshirt (6-8)

Order by phone **1-800-451-4555** or by mail. See order form for pricing and details

# AM 1000

COMMITTED TO SPORTS



Lou Teppar, Head Football Coach at U of I • Larry Wert, Head Coach at AM1000 • Lou Henson, Head Basketball Coach at U of I

For some time at AM 1000, we've been following the Chicago Blackhawks, whether it was reacting to the latest Mike Keenan diatribe or pursuing the exploits of young J.R. (Jeremy Roenick).

We saw the AM 1000 listeners and Blackhawks fan as having a lot in common. It seemed only natural for AM 1000 to team up with the Chicago Blackhawks; the Wirtz family agreed, and a long-term deal to broadcast both home and away hockey games beginning with the 1992-93 season was etched in stone...or ice.

Pat Foley will be the play-by-play voice, and former NHL all-star player Dale Tallon will be color analyst. AM 1000's Chet Coppock will host the pre and postgame Hawk Talk show as well as all between-period activities, along with former Blackhawk Dale Tallon and Darren Pang.

Add the Silver Jet, Dennis, and we're well on our way to fetch Stanley.

In addition to the Blackhawks, AM 1000 is now the home of Illini football and basketball including any post-season play. Broadcasts began on

September 5th when the Fighting Illini met the Huskies of Northern Illinois. Coaches Lou Teppar and Lou Henson talk Illini sports on Wednesday nights with Chet Coppock. AM 1000 will carry regular season

football games, and should the Illini receive a bowl bid, the bowl game will also be heard on WLUP. As football season draws to a close, next up is Illini basketball on AM 1000, where you'll hear regular season games and all Illinois tournament appearances.

Chet Coppock rounds out our sports lineup with a nightly version of his renowned sports talk show, "Coppock on Sports," weeknights 7-10pm and weekends 6-8pm, along with a loaded bench of Bruce Wolf, Jim Modelski, Jerry Kuc, Les Grobstein, and, oh yes, Jim Shorts. Just as a sports fan's commitment to his team never ends, neither does the sports commitment from Chicago's Entertainment and Sports Radio, WLUP AM 1000.



THE  
1992

# JIM SHORTS CHARITY GOLF OUTING

The Third Annual Jim Shorts Charity Golf Outing was June 26th at Oak Brook Hills Hotel & Resort.

This year's outing raised more than \$30,000 for the Sudden Infant Death Syndrome Alliance, an organization dedicated to discovering the causes of SIDS, which kills an average of 400 babies each year in Illinois alone.

Celebrities on hand for the event included Maury Buford, Kevin Butler, Dave Coulier, Tom Dreesen, Johnny Red Kerr, Keith Magnuson, Emery Moorhead, Darren Pang, Walter Payton, Allison Rosati, Tom Thayer, Mike Tomczak, Keith Van Horn, Bob Verdi, Dale Tallon, Tim Weigel, and The Loop's Jonathon Brandmeier, Kevin Matthews, Laura Witek, and Bruce Wolf. Filling in for Kevin Matthews, AM 1000's Chet Coppock broadcast live from the site, followed by Steve & Garry. A video of the shenanigans is available at The Loop Store at North Pier, or by calling 312/559-1212. Proceeds from the video also will go to the SIDS Alliance.



Is Kathy switching Kevins? Butthead (Kevin Butler of the Bears) butts heads with Kevin Matthews' number one fan.

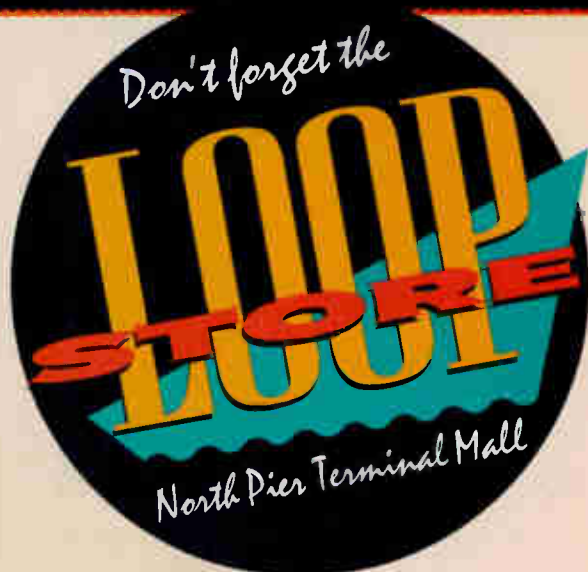


The LOOP's Kevin, Steve, Johnny B. Garry, and Bruce Wolf gather around a microphone at the golf outing. (Think anyone heard what the other was saying?)



Punky QB Jim McMahon does his part for the Jim Shorts Tournament. He's pictured here with Shorts' partner Kevin Matthews and boss Larry Wert.





Now there's finally one stop for all your LOOP attire: it's called the LOOP STORE (how many brainstorming sessions do you think it took to come up with the name?)

If you live in the city, it's conveniently located at North Pier. If you don't live in the city, it's not convenient but still worth the trip.

## **THE LOOP STORE**

**North Pier Terminal Mall**

Second floor

Corner of Lake Shore Drive and Illinois St.

Merchandise featuring the LOOP and all your favorite WLUP AM and FM personalities.

- T-Shirts
- Sweatshirts
- Sweatpants
- Polo Shirts
- Baseball Caps
- Golf Balls
- Beer Mugs
- Coffee Mugs
- Key Chains
- CDs and Cassettes
- Videos
- Bumper Stickers
- "LOOP KIDS" Baby Wear

The LOOP Store has even more merchandise than is listed in this magazine! So stop in!

Call us for information at:

**(312) 836-7880**

We're open from

10:00 am to 8:00 pm Mon-Sat

12:00 pm to 6:00 pm Sunday

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