



Traditions

EST. 1920

LIONS vs. BEARS

OFFICIAL PROGRAM 15¢

WRIGLEY FIELD · NOV. 11

BEARS

OFFICIAL PROGRAM 25¢

LIONS vs. BEARS

WRIGLEY FIELD - NOV. 24

chicago BEARS

BILL OSMARSKI
JOE BYDARAK
JOE MARANO
JOE WINDAL
SID LUCKMAN

THE TEAM OF STARS

HOME GAMES

DETROIT	--- OCTOBER 13 ---	2:15 P. M.
BROOKLYN	--- OCTOBER 20 ---	2:15 P. M.
GREEN BAY	--- NOVEMBER 3 ---	1:30 P. M.
CLEVELAND	--- NOVEMBER 24 ---	1:30 P. M.
CARDINALS	--- DECEMBER 1 ---	1:30 P. M.

TICKETS ON SALE AT
THE GUMB
Henry C. Lytton & Sons
STATE AND JACKSON CHICAGO

RAMS vs. BEARS

WRIGLEY FIELD · OCTOBER 21, 1945

OFFICIAL PROGRAM 15¢

CHICAGO BEARS vs. BALTIMORE COLTS

WRIGLEY FIELD November 17, 1937

OFFICIAL PROGRAM 35 CENTS

BEARS vs. PACKERS

WRIGLEY FIELD · DEC. 14, 1941

OFFICIAL PROGRAM 15¢

CHICAGO BEARS vs. GREEN BAY PACKERS

SUNDAY, OCTOBER 15, 1950
WRIGLEY FIELD - CHICAGO

OFFICIAL PROGRAM — TWENTY FIVE CENTS

Watch THOSE BEARS AT WRIGLEY FIELD

1941 HOME GAMES

OCT. 13	--- CARDINALS ---	3:30 P. M.
OCT. 19	--- DETROIT ---	3:30 P. M.
OCT. 26	--- PITTSBURGH ---	3:30 P. M.
NOV. 3	--- GREEN BAY ---	5:30 P. M.
NOV. 9	--- CLEVELAND ---	5:30 P. M.
NOV. 16	--- WASHINGTON ---	1:30 P. M.

National Champions

WRIGLEY FIELD

SUN., OCT. 12

BEARS vs. CARDS

OFFICIAL PROGRAM 15¢

A Legacy Starts With Tradition.

**THEY STARTED PRO FOOTBALL.
BUT THAT WAS ONLY THE BEGINNING.**

No other team can match the tradition of the Chicago Bears. As the founding franchise of the NFL, the Bears have played in over 1,000 games with a league-leading 693 wins. During an illustrious history spanning 88 years, the Bears have captured 9 World Championships with 26 players immortalized in the Pro Football Hall of Fame. Chicago Bears Traditions is a tribute to the men who became legends and the common thread they all share. Now they're yours to wear with pride.





WORKING MEN, MOONLIGHTING AS CHAMPIONS. The footprint of tradition can be traced back to 1920 in a factory some 200 miles south of Chicago in Decatur, Illinois. Originally established as a company sponsored football team, Mr. A.E. Staley hired George Halas and Dutch Sternaman to lead his team as player-coaches. The Decatur Staleys made history on October 17, 1920 as they took the field against the Moline Tractors. To garner more support, the team moved north in 1921 and were subsequently renamed the Chicago Staleys. With Cubs Park as their home field, the Staleys became league champions for the first time in 1921. At the suggestion of Cub's owner P.K. Wrigley, Halas changed the teams name to the Chicago Bears.

**Decatur
Staleys**









THEY DIDN'T JUST WIN CHAMPIONSHIPS. THEY INVENTED THEM. The winning tradition was never stronger than in the 1940s as quarterback Sid Luckman led the Chicago Bears to a string of four NFL Championships, cementing their legacy as a true dynasty. It was during these dominant years that the fearsome Bears became the “Monsters of the Midway.” After revolutionizing the league with the T-formation, a new “World Champion” logo first emerged out of reverence in the 1950s and then again to commemorate the 1963 Championship.





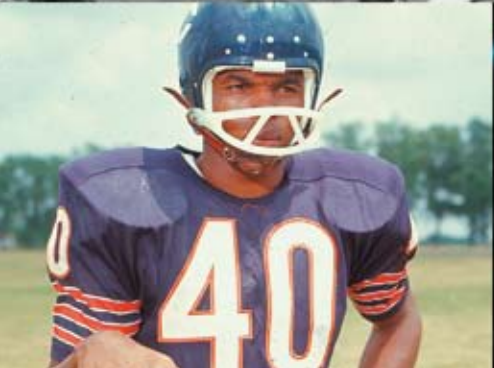






BLACK, BLUE AND ORANGE. The 1960s started triumphantly for the Bears with Hall of Fame superstars Stan Jones, Bill George and Mike Ditka capturing the team's eighth Championship in 1963. The Bears then added two more future Hall of Fame legends to the team using back-to-back first-round draft picks in 1965 to select Gale Sayers and Dick Butkus, who went on to strike fear into the hearts of opponents they faced. Worn prominently by George Halas and his coaches, the script "Chicago Bears" logo along with the "B" logo became symbolic of the Bears' bruising style of football.







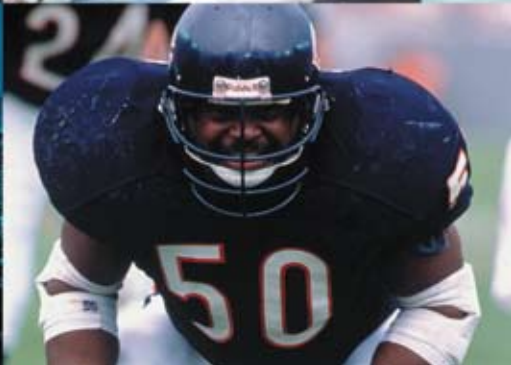
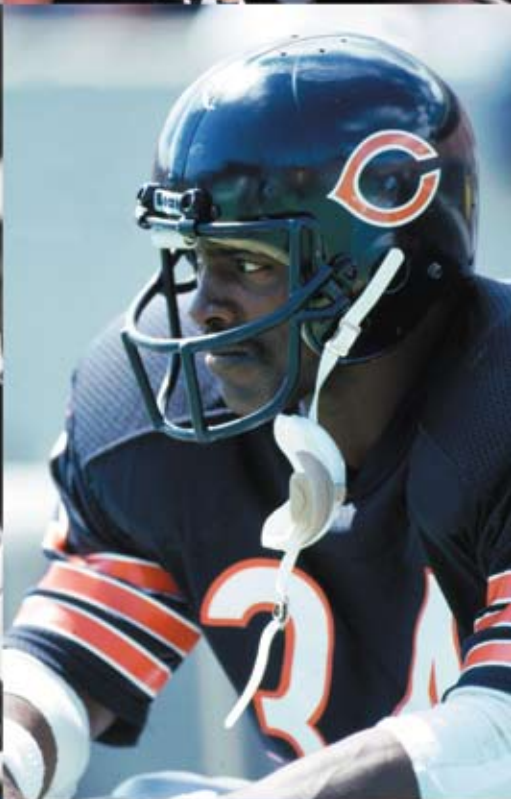




DEFENSE. DEVASTATION. DOMINANCE.

The Bears would again reign supreme in the '80s as Mike Ditka returned to Chicago as the head coach, ushering in a new era of success. During this decade an early version of the current-day symmetrical "C" became the mark of champions as the Bears won six division titles while making three trips to the NFC Championship Game. Sadly, George Halas died in 1983 and did not witness the renaissance he began with the hiring of Coach Ditka. The team kept his memory alive with Halas' initials "GSH" placed permanently on jerseys prior to the start of the 1984 season. The decade's defining moment came in 1985 as the Bears dominated the NFL with their stifling defense and punishing ground attack, winning Super Bowl XX.







To view the entire Chicago Bears Traditions apparel line
visit store.chicagobears.com



Photographs provided by George Brace Photo, Vernon J. Biever and Chicago Bears Archives.

BEARS vs. STEELERS
 Sun., Oct. 26
WRIGLEY FIELD
 OFFICIAL
15¢
 PROGRAM

WRIGLEY FIELD

OFFICIAL
15¢
 PROGRAM

SUN., OCT. 12
BEARS vs. CARDS

CHICAGO BEARS vs. CLEVELAND BROWNS

*The Chicago Tribune Charities, Inc. presents its
10th Annual All Star Football Game
 COLLEGE ALL-AMERICANS vs. THE CHICAGO BEARS*

BEARS
 at WRIGLEY FIELD

1938 HOME GAMES

- OCT. 16 - CHICAGO CARDINALS
- OCT. 23 - CLEVELAND RAMS
- OCT. 30 - DETROIT LIONS
- NOV. 6 - GREEN BAY PACKERS
- NOV. 13 - WASHINGTON REDSKINS

KICK OFF
 2:45 P. M.

JACK MANDERS

CHICAGO BEARS vs. DALLAS TEXANS

BEARS vs. PACKERS

OFFICIAL
15c
 PROGRAM

Sunday, Nov. 7, Wrigley Field

RAMS vs. BEARS

JERRY KEEFE

WRIGLEY FIELD - OCTOBER 21, 1945

Watch the **BEARS**
 at WRIGLEY FIELD

WORLD CHAMPION

1942 HOME GAMES

- OCT. 11 - CARDINALS
- OCT. 18 - NEW YORK
- OCT. 25 - PHILADELPHIA
- NOV. 1 - DETROIT
- NOV. 15 - GREEN BAY
- NOV. 29 - CLEVELAND

★ KICKOFF AT 2:30 FOR ALL GAMES

