

= Cubs Win Flag =

The Cubs Win Flag is a victory flag that is flown at Wrigley Field after every Chicago Cubs home win . The flag is variously referred to by approximately a dozen names , combining ; either Cubs or Chicago Cubs ; Win , W , White , White W , or W Win ; and flag , banner or banner flag . Other common names for the symbol include Chicago Cubs W Win Flag and Chicago Cubs Win Banner Flag . It has become an important symbol for fans that one retailer describes as a fan banner instead of flag , or banner flag . In addition , days when the win flag is flown are known as " White Flag Days " . The tradition of flying a win or loss flag over the stadium began soon after the construction of the scoreboard in 1937 .

The flag has used two different color schemes with the letter " W " on a solid background , and there is a loss indicator flag with a letter " L " . Additionally , the flags have been complemented by different color schemes of indicator lights . The flag is also changed after each Cubs win . The flag has become a very symbolic emblem for devout Cubs fans . Some retailers sell slightly different versions that also have the Cubs logo at the bottom .

= = Detail = =

Flying a flag over Wrigley field to denote wins and losses is a longstanding tradition . Currently , the Win Flag is composed of a large blue letter " W " on a white background while the Loss Flag is a large white letter " L " on a blue background . The phrase " White flag time at Wrigley ! " is therefore used to explain that the Cubs have just won that day 's home game . The flag is raised by a scoreboard crew member immediately after the completion of a game , and in the case of a doubleheader split , both flags are flown .

It is customary to fly flags from sunrise until sunset , unless they are directly illuminated . At the beginning of each day , the cross @-@ shaped " masthead " atop the center field scoreboard displays the American flag at the top , and three strands of flags bearing the colors and nicknames of each of the National League clubs , one strand per Division in order of that day 's standings . Immediately after the game , one of the strands of flags is lowered , and either the W or the L @-@ lettered flag is raised in its place . The W @-@ lettered flag is raised on the left field side of the board , above the blue light that also indicates a win . The L @-@ lettered flag is raised on the right field side of the board , above the white light that indicates a loss . Once the Win or Loss Flag has been raised , the other flags are lowered and also stowed away inside the scoreboard .

The symbolism of the flag now serves a wide variety of purposes . It is commonly reproduced in 3 by 5 feet (0 @. @ 91 by 1 @. @ 52 m) dimensions , and car flag versions are also sold . The flag is also available in 2 by 3 feet (0 @. @ 61 by 0 @. @ 91 m) dimension versions . The flag has become a celebratory symbol for Chicago Cubs fans who purchase reproductions and take them to games at home and on the road to show support . The fans wave them after victories at Wrigley Field , and they hang them in the stands during playoff series . Some fans fly a win flag in place of or in addition to the Flag of the United States on days when the Cubs win . Since 1998 , the flags have become ever more popular , with demand reaching a level where they are sold at Wrigley field . In 2007 , with the Cubs in playoff contention for the first time in 3 years , the Cubs ' victory tune , Go Cubs Go ! became more popular among the fans . Due to the song 's growing popularity , after wins at home , Cubs TV broadcasters Len Kasper and Bob Brenly would have their microphones shut off , while the camera pans around the stadium to view the jubilant fans as Go Cubs Go ! plays in the background . After fans discovered this , they started purchasing " W " flags and waving them after wins at home as an attempt to get on TV . However , in seasons when the Cubs are performing poorly the tradition has led to parody and satire , such as stories of the Cubs retiring the win flag due to signs of neglect . While not having the popularity of the Win Flag , the Loss Flag has become increasingly popular with clubs who traditionally have rivalries with the Cubs , such as the St. Louis Cardinals , Milwaukee Brewers or Chicago White Sox . Fans of those teams wave the blue flag after their team defeats the Cubs at Busch Stadium or U.S. Cellular Field . However , because of the enormous fan base that the Cubs hold , it isn 't un @-@ common to see fans at games on the road waving their "

W " flags during Cubs wins on the road .

The flag is known by many names , with none being more prevalent than the rest , and may often be referred to by more than one name by the same manufacturer . " Chicago Cubs W Win Flag " is the name used on Amazon.com , however the company also refers to the flag as Chicago Cubs ' W ' Banner Flag in their marketplace section . CubWorld.com also refers to the flag by the name Chicago Cubs ' W ' Banner Flag . Other retailers use the names Cubs Win W Flag , Chicago Cubs Win 3 ' x 5 ' Flag , Cubs W Flag , or (Chicago Cubs) W Flag in the case of Sports Fan Warehouse . One retailer even sells an item called the Chicago Cubs W Fan Banner . Another retailer sells two versions of the flag listed as Chicago Cubs Win W Flag and Chicago Cubs Win Flag , yet its advertisements mentions celebrating a Cub win with the Chicago Cubs White " W " Flag . An alternate version that has the Chicago Cubs logo beneath the W can be found under the name Chicago Cubs Win W Banner .

= = History = =

The Cubs ' then @-@ owner Philip K. Wrigley ordered the reconstruction of the bleachers and the building of the manually operated scoreboard in 1937 . The scoreboard 's " masthead " was in place by 1938 , displaying the American flag at the top and flags representing the eight clubs of the National League on the left and right strands of the masthead , four apiece . In the 1940s , the practice of raising the Win / Loss flags was begun .

The flags were originally a white " W " on a blue flag and a blue " L " on a white flag . This matched what was then the color scheme of the Cubs " team flags " that flew on the foul poles , and the many little " W.F. " flags that flew on the grandstand roof (all of them serving to give the players a sense of the wind speed and direction) . Ernie Banks was the first Cub to have his number retired on August 22 , 1982 , and his number 14 has been flown in blue on a white flag (echoing the pattern of a Cubs home uniform shirt) on the left field foul pole ever since . On August 13 , 1987 , Billy Williams had his number retired and it flew with the same color scheme , on the right field foul pole . The scheme of the Cubs Win flag was reversed in the early 1980s . The change in the flag color scheme matched the Win flag color with the honored colors of the retired number flags , as the white @-@ on @-@ blue Cubs " team flag " was retired . Subsequent retired Cubs numbers for Ron Santo , Ryne Sandberg and Ferguson Jenkins / Greg Maddux also match this color scheme .

In addition to the flags , Wrigley authorized Bill Veeck , the leader of the bleacher reconstruction project , to add colored lights on the crossbar of the masthead so that the Chicago ' L ' passengers would be able to see the outcome of Cubs home games after sunset . In his autobiography , Veeck remembered the colors as green for a win and red for a loss . Hartell 's book acknowledges Veeck 's comments , but reports that contemporary newspapers stated that the colors of the lights were blue and white , as they are now . Eventually the original lights on the masthead were replaced by lights directly on the top of scoreboard , still visible from outside Wrigley field . The lights complement the flags by helping night time passersby learn the result of that day 's Cubs game at a glance . The current blue and white Win / Loss lights were added atop the scoreboard in 1978 .

On April 23 , 2008 the Cubs won for the 10,000th time in the history of the franchise on the road against the Colorado Rockies . Like the 9,000th win , the 10,000th win came in a 7 ? 6 victory at Coors Field . The Cubs were the second franchise to achieve 10 @,@ 000 regular season wins ; the San Francisco Giants / New York Giants were the first . The franchise flew a special 10,000th win flag along with a Cubs Win flag to commemorate the landmark achievement for the franchise . This was unusual not just for the 10,000th win , but also for flying the flag in reference to a road game . The special flag flew from the afternoon of April 24 , 2008 until immediately prior to the next home game on April 29 , 2008 at 7 : 05pm against the Milwaukee Brewers . After the flag was taken down , it was autographed by all members of the 2008 Chicago Cubs and auctioned off for charity .