

Halls of Ivy -- Intros

Prepared by Walt Pattinson

The following information comes directly from the existing *Halls of Ivy* episodes from my personal collection

Intro Formats

First Format: starts with first broadcast in 1950

- *Theme intro*
- *Announcer* Ladies and gentlemen, the Joseph Schlitz Brewing Company of Milwaukee Wisconsin presents "The Halls of Ivy", starring Mr. and Mrs. Ronald Colman.
- *Commercial*
- *Announcer* And now, the Halls of Ivy
- *Theme*
- *Announcer* Welcome again to Ivy...

Second Format: starts beginning of 1951

- *RColman* Good evening, this is Ronald Colman inviting you to join Mrs. Colman and me for the next half hour when our sponsors,
 - a) the Joseph Schlitz Brewing Company of Milwaukee, Wisconsin...
 - b) the brewers of Schlitz Beer...
 - ... present(s) "The Halls of Ivy"
- *Commercial (announcer)*
- *Announcer* And now, the Halls of Ivy
- *Theme*
- *Announcer* Welcome again to Ivy...

Third Format: starts with third season, September 1951

- *Theme intro*
- *Announcer* Schlitz, the beer that made Milwaukee famous presents "The Halls of Ivy", starring Mr. and Mrs. Ronald Colman
- *RColman* Good evening, this is Ronald Colman...
- *BColman* ... and Benita Colman...
- *RColman* ... inviting you to join us again on the campus of Ivy College as the guest of our sponsors, the brewers of Schlitz Beer
- *[optional]* Tonight's program is dedicated to...
- *Commercial (announcer)*
- *Announcer* And now, the "Halls of Ivy"
- *Theme*

- *Announcer* Welcome again to Ivy...

These openings are used for the "unsponsored" episodes

Edited from the above intros, most likely used for armed forces broadcasts

Unsponsored 1

- *Theme intro*
- *Announcer1* "The Halls of Ivy" starring Mr. and Mrs. Ronald Colman
- *RColman* Good evening, this is Ronald Colman...
- *BColman* ... and Benita Colman...
- *RColman* ... inviting you to join us again on the campus of Ivy College
- *Announcer* And now, "The Halls of Ivy"
- *Theme*
- *Announcer* Welcome again to Ivy...

Voice of America (VOA)

- *Announcer2* The Voice of America presents "The Halls of Ivy" starring Mr. and Mrs. Ronald Colman
- *RColman* Good evening, this is Ronald Colman...
- *BColman* ... and Benita Colman...
- *RColman* ... inviting you to join us again on the campus of Ivy College
- *Announcer* And now, "The Halls of Ivy"
- *Theme*
- *Announcer* Welcome again to Ivy...