

# It's Curtains For Batman

## Holy Finale! Series Not Renewed

By Bob Thomas

Hollywood, Cal. (AP)—And now a final adventure for Batman: He is going off to that Bathalla in the sky.

That's the way producer William Dozier describes the end of the "Batman" series on ABC. This week the word was handed down that the show will not be renewed for a fourth year.

"Well, we had a good three-year run," Mr. Dozier philosophized. "That's not bad for what was essentially a novelty show. You've got to be realistic about such series; they can't last too long. In fact, I was surprised that it went a third season."

When television's "Batman" arrived in 1965, it was a sensation.

Adults were amused by the straight-faced heroics and the stylistic manner of the series, as evidenced in the comic strip "zaps" and "pows" that appeared on the screen during fistfights.

### Loved It

There was never any question of how the youngsters felt about "Batman." They loved it.

The youthful audience remained loyal into the third season, but the adults defected, and that can be fatal





## Batman . . . "Pow."

for a television series. It is still the adults who buy the sponsors' products, and if they aren't watching, they won't buy.

"In the last rating, the show was still leading in its time period," Mr. Dozier observed. "But the adults had wearied of the series, and the audience had become more and more juvenile. If I were running the network, I would have taken 'Batman' off, too. The kids are just as happy to watch the old shows—they don't care if it's a repeat. So why go on spending 87 thousand dollars for new ones?"

The quality of "Batman" was maintained to the end; coming up are such guests as Zsa Zsa Gabor, Howard Duff and Ida Lupino. The new shows will run out at the end of March, then repeats will play on the network, probably through the summer.

### New Generation

"Then we'll go into syndication, and I expect 'Batman' will go on playing forever," said the producer. "We'll have 120 negatives to sell, and there will be a whole new generation of kids coming along who will have never seen the show."

Mr. Dozier also has a feature film of "Batman," which was made in the summer lay-off after the first sensational season. The feature was not a success—"it's the old story of trying to sell the public something that is available free at home."

The film barely broke even, but Mr. Dozier envisions it as a television special that could be an annual event. With the ending of the series, the Batpeople have spread. Adam West, who played the caped crusader, went off to Uruguay for a vacation. Burt Ward, his trusty Robin, was booked for a circus in Rochester, N. Y. Batgirl Yvonne Craig was angling some movie jobs.

Mr. Dozier was moving on to other things. "I hope," said the movie and television veteran, "that I can now be known as something beside William (Batman) Dozier."

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OMAHA, NEBRASKA 68131



February 12, 1968

PRESIDENT

FEB 1 - 68 AM



Mr. William Dozier  
% 20th Century Fox  
10201 West Pico  
Los Angeles, California 90064

Dear Bill:

Undoubtedly other friends of yours in Omaha sent you this clipping, but I thought you might enjoy the headline. Since it was an AP release, it probably appeared in the same form coast to coast.

I'll be out in your territory come the end of this month. You have probably received the notices of our four meetings. Hope you can attend one or another of them.

Meantime, very best wishes.

Sincerely yours,

*Carl M. Reinert S.J.*

Carl M. Reinert, S.J.

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