THE SERIAL HERO
PRE-SOLD TO MILLIONS!

Yes, Mr. Exhibitor,
WE SAID
MILLIONS!

For over 15 years this mighty red-blooded
All-American has been featured in BATMAN
MAGAZINE, WORLD'S FINEST COMICS and
DETECTIVE COMICS with an annual circu-
lation of 25,000,000!

HE MOVES LIKE
A FLASH!
HE RIDES LIKE THE WIND!
HE PUNCHES LIKE A BATTERING
RAM IN THE MIGHTIEST
OF ALL
ACTION
SERIALS!

Columbia's INCOMPARABLE
BATMAN

with
LEWIS WILSON
DOUGLAS CROFT
J. CARROL NAISH
SHIRLEY PATTERSON

Screen Play by Victor McLeod, Leslie Swabacker, Harry Fraser

Produced by RUDOLPH C. FLOTHOW
Directed by Lambert Hillyer
A COLUMBIA SUPER SERIAL (Reprint)

THE BIG BIG SERIAL WITH JUST WHAT IT TAKES TO DO BIG BIG SERIAL BUSINESS!

Copyright 1954 Columbia Pictures Corp.
Batman means business!

- 'Batman' is a sock serial reprint from the makers of 'Superman' and 'Captain Video.' Exploitation of these serials has brought new highs in audience interest and entertainment!

- Follow through in this established tradition! Use the experience-proven ideas on these pages!

- Remember, 'Batman' has a pre-sold audience of 15,000,000 readers of comic magazines—young and old alike!
Youngsters!

Don't take 'em for granted! Bring 'em in with the stunts and suggestions included in these pages. Work the following, too! Besides theatre page advertising of your serial, run ads on the comic pages of local newspapers! In addition, if you stage Saturday morning, holiday or other shows for youngsters, two or three weeks in advance of your first chapter tell them about the thrills awaiting them in every chapter of "Batman!" You might also put on a special "Batman" party for the kids, who appear in costume. Promote prizes for best costumes, as well as giveaway presents, and publicize the stunt... among the youngsters!

Adults, Too!

Remember, serials like "Batman" have as great a following among adults as they do among children. Be sure that this is stressed in your publicity and in your exploitation. Your distribution of heralds and other gimmicks should be aimed at the young in heart as well as the small fry.

THRILL QUIZ

For continuing serial publicity, get your opening chapter youngsters involved in a 14-week contest which is both simple to work and to enter. Under sponsorship of a newspaper, radio station or store with its own children's radio broadcast, ask youngsters, after they see the first chapter, to describe how they think Batman escapes. Those coming closest to the correct answer, as revealed in the second chapter, receive guest tickets or promoted merchandise prizes. Contest is continued, with the end of the second chapter next requiring solution, etc. Guest tickets and prizes may be limited, weekly, by awarding them not only on the basis of accuracy but on neatness, grammar, etc. Co-operating agencies and theatre itself should publicize contest and the names of the weekly winners.

ESSAYS

Run an essay contest in cooperation with local school or newspaper based upon the theme: "What I Would Do to Help the Batman Smash Crime in (Your Town) If I Were Robin." Announce your contest in school publications, bulletin boards and in your lobby. Offer guest tickets to the first ten students who submit the most original and most interesting essays.

MASKS

Cardboard masks made to cover the eyes are readily available at toy and novelty stores. A quantity might be obtained for opening day giveaways as "Official Batman Masks." Publicize the giveaway in your ads and theatre lobby.

'Batman' Club Card

Print locally and distribute widely "Batman" club cards (shown in reduced size). Defray costs by arranging with a toy dealer or other merchant catering to youngsters to place an ad on the reverse of the card.

Order Mat 2-F (4" wide x 3 1/4" deep) from National Screen Service.
BATMAN TROPHY

With the cooperation of the Boy Scouts, Parents-Teachers Association and similar groups, arrange for a "Batman Achievement Trophy" to be awarded the local youngster who has done the most to better his community in the past year. Announce through press and radio releases, lobby boards and school bulletin announcements that the winning youngster will be presented with the trophy upon the stage on opening day. Selection of the winner should be made by representatives of the various organizations participating.

BATMAN SUNDAE

Induce drug stores, candy stores and other shops having soda fountains to feature a special Batman Sundae for weeks prior to your first chapter showing. Posters and A-cards announcing the sundae and your picture should be displayed in the windows, over and on the soda fountains and on the luncheon tables of the cooperating stores. The sundae might be made up of ingredients chosen by the merchants.

RADIO SPOTS

Use the following radio spots as frequently as possible before your engagement. Place them immediately before and after action, mystery and adventure programs.

15 SECONDS: Here comes the "Batman!" Zooming from the pages of your favorite comics! The amazing "Batman!" Pitting his super-human strength against a horde of enemy agents! "Batman!" Now on the screen in a mighty Columbia super-serial reprint! With Lewis Wilson as Batman! Douglas Croft as his side-kick Robin! See the first chapter of "Batman" this Saturday at the Theatre.

30 SECONDS: Calling adventure fans! Crime-fighting "Batman" is on the screen! The scourge of the underworld pitted against a diabolical madman! Columbia Pictures' presents "Batman!" With Lewis Wilson! Douglas Croft! J. Carrol Naish! Thrill-a-minute super-serial reprint starting Saturday at the Theatre! See "Batman" ride like the wind! See breathless escapes from fire, bullet and dynamite! See "Batman" tackle his most baffling assignment! Thrills never before shown on the screen! Everybody will enjoy this action-crammed chapter-play reprint! In episode after episode, "Batman" will keep you at the edge of your seat! See the first chapter of "Batman" at the Theatre.

THREE STILL SETS

Three still sets are available for your exploitation campaign on "Batman." Order them all direct from National Screen Service.

1) set of 20 horizontal stills for your lobby and out front theatre displays as well as for newspaper planting with local newspapers;

2) set of 5 upright production stills;

3) art set of 4 (photographic reproductions of key art from the pressbook posters for lobby blow-ups and displays).

ACTION CUTOUT

Colorful and eye-catching, the Columbia three-sheet on your "Batman" serial can be cut out and supplemented with a panel of stills, as illustrated here, and used in advance of playdate, as well as during your engagement of the serial. Use this setpiece in your lobby, in advance of opening and between chapters. Move it out front while the chapter play is being shown. For extra sock effect, install a flasher behind Batman's rocket gun, so beam blinks on and off. You might also substitute real rope for Robin to grasp. Varnish the display to weatherproof it for outdoor use during your engagement.

USE MARQUEE

The importance of serials in attracting audiences has been shown by the huge attendance registered by such Columbia serials as "Superman," "Captain Video," and "King of the Congo." "Batman" is another audience-holding super-serial and has a vast pre-sold following based on the "Batman" comic strip. Put "Batman" on your marquee during the duration of its run!
'BATMAN' COMIC MAGS

"Batman" is based on the adventures of the dynamic hero of both the "Batman" and "Detective Comics" magazines. These publications are "naturals" for you to tie in with promoting the picture. Contact your local magazine distributor as soon as possible and work out a mutually beneficial program along the lines suggested here.

TACK CARDS: "Batman" and "Detective Comics" are sold on newsstands everywhere. Make up a quantity of tack cards plugging both publications and your weekly showings of "Batman" and arrange to have them displayed in as many newsstand outlets around town as possible.

MAG INSERTS: Arrange to have the distributor insert into all his magazines a flyer linking "Batman" comics with your showing of the serial.

CO-OP AD: Ask your local "Batman" and "Detective Comics" distributor for a newspaper co-op ad linking his comic magazines with your playdate. Insertion should be made on a page other than the movie page several days prior to your first chapter show.

BANNERS: Print a quantity of news truck banners, sharing costs with the distributor, which advertise both the magazine and your playdate. Be sure the trucks carry the banners well in advance of your showing!

'BATMAN' CONTESTS

Publicize your showing of "Batman" with the following contest ideas for newspaper and radio. You might develop other angles to fit your local situation.

1) Ask contestants to list or identify other comic strip characters, such as Batman and Robin, who have been portrayed upon the screen. (Examples: Superman, Bruce Gentry, Thundra, etc.)

2) One-shot contest in which entrants are asked to link famous crime-busting personalities of fiction with their assistants. (Examples: Batman and Robin; Dick Tracy and Pat Patton; Sherlock Holmes and Dr. Watson.)

3) Identify fictitious personalities who use assumed names. Examples: Bruce Wayne—the Batman; Clark Kent—Superman; Lamont Cranston—the Shadow; etc.)

↑ USE COLOR-IN MAT ↑

Plant the color-in mat (illustrated above) in a local newspaper in advance of your first chapter showing. Imprint your own theatre name and playdate where indicated. The mat may also be used for herald, for imprinting on shopping bags, as package stuffers, etc. Try to get a local merchant to share the printing costs of the heralds—in return, place his selling message on the reverse side. You might want to use the best entries as the basis for an interesting lobby display to which stills from the production as well as your playdate credits should be added.

Order Mat 3-A (same size as shown) from National Screen Service.

WARNING POSTER

Make up a quantity of "Warning" posters locally, using Still No. 12 (Lewis Wilson as Batman). Post them around schools, athletic fields and other areas where the youngsters of town congregate. The ideal size for these cards would be 14" x 22". Print them on colored stock for greater eye-appeal. Copy should read along the following lines: "Local Lawbreakers! Beware! Batman, the Comic's Greatest Gangbuster, Is Coming to Town! See Columbia's Reprint Serial, 'Batman,' Every Saturday at the State Theatre!"

Action Trailer

The sensational thrills of "Batman" are presold to your patrons in this sensational trailer. Order your copy from National Screen Service now! Start showing it as soon as your "Batman" playdate is set and continue right through the 15-week playdate period.
HE MOVES LIKE A FLASH! HE RIDES LIKE THE WIND! LIKE A BATTERING RAM!

BATMAN
with daring young Robin, the Boy Wonder
The mighty red-blooded American hero comes to thrilling life in a great adventure serial!

Based on the Batman Comic Magazine Feature appearing in Detective Comics and Batman Magazines. Lewis Wilson - Douglas Croft J. Carrol Naish - Shirley Patterson A COLUMBIA CHAPTER PLAY

THE MIGHTY BATMAN
NOW IN THE MIGHTIEST OF SERIALS!
The thrilling hero-American hero in all his hair-raising explosive, pulse-pounding adventures!

Based on the Batman Comic Magazine Feature appearing in Detective Comics and Batman Magazines. Lewis Wilson - Douglas Croft J. Carrol Naish - Shirley Patterson NOW a thrilling exciting chapter play!

A COLUMBIA CHAPTER PLAY

THE NATION'S FAVORITE COMIC-BOOK HERO IN A HAIR-RAISING ADVENTURE SERIAL!

BATMAN
with daring young Robin, the Boy Wonder
Based on the Batman Comic Magazine Feature appearing in Detective Comics and Batman Magazines.

Lewis Wilson - Douglas Croft J. Carrol Naish - Shirley Patterson

A COLUMBIA CHAPTER PLAY

AD MAT NO. 102—73 LINES

AD MAT NO. 103—117 LINES

AD MAT NO. 101—19 LINES

COMPOSITE CAMPAIGN MAT:
A complete campaign at the single low price of 35¢! Order Special Mat No. 1 from National Screen Service. Individual elements in this composite mat may be ordered by separate identification numbers at the regular mat prices.

ONLY 35¢
1. The Electrical Brain
The Bat-Cave reveals that Tony, and his young assistant, Robin, the Boy Wonder (Douglas Croft), and his sidekicks--Riccione (Shirley Patterson)--are being held captive in the Bat-Cave. The crime-fighters, and his pal hurry to the scene of the crime and once again rout the gang. Then the Batman discovers that the bomb is a fuse that connects the chemical to the fog machine, and the Batmobile is back on the road again. The Batman has no time to waste, for the crime-fighters are on their way to the Bat-Cave, and the Batmobile is in the hands of the Batgirl.

2. The Poisoned Baggage
The Batmobile races through the fog machine, and the Batmobile is in the hands of the Batgirl. The Batman has no time to waste, for the crime-fighters are on their way to the Bat-Cave, and the Batmobile is in the hands of the Batgirl.

3. The Mark of the Zombies
Mike, the Batgirl, is in the Bat-Cave. She has been transformed into a zombie, and the Batmobile is in the hands of the Batgirl. The Batman has no time to waste, for the crime-fighters are on their way to the Bat-Cave, and the Batmobile is in the hands of the Batgirl.

4. The Flying Spies
The Batmobile races through the fog machine, and the Batmobile is in the hands of the Batgirl. The Batman has no time to waste, for the crime-fighters are on their way to the Bat-Cave, and the Batmobile is in the hands of the Batgirl.

5. The Snare of the Insect
The Batmobile races through the fog machine, and the Batmobile is in the hands of the Batgirl. The Batman has no time to waste, for the crime-fighters are on their way to the Bat-Cave, and the Batmobile is in the hands of the Batgirl.

6. The Poisoned Baggage
The Batmobile races through the fog machine, and the Batmobile is in the hands of the Batgirl. The Batman has no time to waste, for the crime-fighters are on their way to the Bat-Cave, and the Batmobile is in the hands of the Batgirl.

7. The Poisoned Baggage
The Batmobile races through the fog machine, and the Batmobile is in the hands of the Batgirl. The Batman has no time to waste, for the crime-fighters are on their way to the Bat-Cave, and the Batmobile is in the hands of the Batgirl.

8. The Poisoned Baggage
The Batmobile races through the fog machine, and the Batmobile is in the hands of the Batgirl. The Batman has no time to waste, for the crime-fighters are on their way to the Bat-Cave, and the Batmobile is in the hands of the Batgirl.

9. The Poisoned Baggage
The Batmobile races through the fog machine, and the Batmobile is in the hands of the Batgirl. The Batman has no time to waste, for the crime-fighters are on their way to the Bat-Cave, and the Batmobile is in the hands of the Batgirl.

10. The Poisoned Baggage
The Batmobile races through the fog machine, and the Batmobile is in the hands of the Batgirl. The Batman has no time to waste, for the crime-fighters are on their way to the Bat-Cave, and the Batmobile is in the hands of the Batgirl.

11. The Poisoned Baggage
The Batmobile races through the fog machine, and the Batmobile is in the hands of the Batgirl. The Batman has no time to waste, for the crime-fighters are on their way to the Bat-Cave, and the Batmobile is in the hands of the Batgirl.

12. The Poisoned Baggage
The Batmobile races through the fog machine, and the Batmobile is in the hands of the Batgirl. The Batman has no time to waste, for the crime-fighters are on their way to the Bat-Cave, and the Batmobile is in the hands of the Batgirl.

13. The Poisoned Baggage
The Batmobile races through the fog machine, and the Batmobile is in the hands of the Batgirl. The Batman has no time to waste, for the crime-fighters are on their way to the Bat-Cave, and the Batmobile is in the hands of the Batgirl.

14. The Poisoned Baggage
The Batmobile races through the fog machine, and the Batmobile is in the hands of the Batgirl. The Batman has no time to waste, for the crime-fighters are on their way to the Bat-Cave, and the Batmobile is in the hands of the Batgirl.

15. The Poisoned Baggage
The Batmobile races through the fog machine, and the Batmobile is in the hands of the Batgirl. The Batman has no time to waste, for the crime-fighters are on their way to the Bat-Cave, and the Batmobile is in the hands of the Batgirl.
'Batman Swings Into Action In Two-Fisted Chapter Play'

CAST and CREDITS

Batman
Lewis Wilson
Robin, the Boy Wonder
Douglas Croft
J. Carrol Naish
William Austin
Alfred
Shirley Patterson

Director: Robert Florey

Screen Play by Victor McLeod, Leslie Swabacker and Harry Fraser. Based on the Batman Comic Magazine feature appearing in Detective and Batman Magazines; Created by Bob Kane. Directed by Lambert Hillyer; Assistant Director, Gus Berchten; Director of Photography, James S. Brown, Jr., A.S.C.; Film Editors, Dwight Caldwell, Earl Turner; Music by Lee Zahner; Sound by John Kenney; Produced by Rudolph C. Florey. A Columbia Chapter Play Reprint.

STORY

The Batman (Lewis Wilson), the Boy Wonder (Douglas Croft), and the Bat Mobile (created by Bob Kane) battle on enemy undercover ring whose leader, Dr. Daka (J. Carrol Naish), maintains his power by transforming people into Zombies. When Daka attempts to steal the city's radio supply, Batman and Robin stop him. In retaliation, Daka kidnaps the girl's friend, Linda (Shirley Patterson), only to have the crime-fighter immediately rescue her. Daka tries to kill the feirce man of action but the Batman, after escaping death many times, rounds up the killer and his murdering ring.

'Serial History Made By Columbia's 'Batman''

Next to "The End," the "Batmobile" and "The Next Week" undoubtedly is the most famous subtitle in the movies. It was first tacked on the end of a serial episode in 1913 and it is still seen on the screen, following some hair-raising situation in which the heroine is either left lashed to railroad tracks, just as the 5:16 comes racing along, or about to be devoured by a ferocious tiger in a jungle or on a railroad trestle. The "Next Week" was a series of separate stories, each complete in itself, in which the same cast of characters and actors appeared.

The following year, Selig made the first honest-to-goodness serial, "The Adventures of Kathlyn" ran twelve episodes, and was tied in with a chain of newspapers in which the story ran daily, Kathlyn Williams was the star.

By 1914 the serial was established. Pearl White made one of the most famous, "Pershing of the Pacific."" The serials were the one of the most popular stars in film.

Forty-two years have lapsed between "Wonder Nature Kathlyn" and Columbia Picture's "reprint serial, "Batman." Serials' basic formula—a chain of plenty of fighting, sustained suspense and last minute rescues—continue to entrance youngsters and adults all over the world. But when the "Batman" was finished, released by Warner Brothers. The serial was demanded by action fans throughout the country.

('Batman' Mat 2-C)

'Batman' and Robin, the Boy Wonder, are played in Columbia Pictures' "Batman," a astonishing adventure story by Lewis Wilson and Douglas Croft. The girl is Shirley Patterson.

(Review)

Plenty of thrills are augured for the weeks to come at the "Columbia Theatre," opening chapter in Columbia Pictures' "Batman" reprise serial, "Batman," returned to the screen yesterday and proved to be a jam-packed parcel of surprises and excitements. A cross between an adventure comic strip character created by George Card and the "Batman" episode of "Detective," introduces us to the heroic Batman and his indomitable pal Robin, the Boy Wonder, as they hit on the trail of an gigantic enemy undercover ring.

In yesterday's first chapter of the Columbia offering, Batman has been kidnapped by the ring and Linda Page, his niece, calls on the famous crime-fighter to help effect his rescue. Mean-while, in a series room back of an amusement concession, a simple detective from the police force, chooses the wrong of revealing where the city's radium supply is kept or of being turned into a Zomba. Under the influence of drugs, the detective becomes the whereabouts of the precious metal at the city hospital. Daka dispatches a radio-controlled Zomba machine to the hospital to the clinic, the Bat Mobile rolls up the roof of the hospital. A terrific fight ensues while Daka fights his way through his television screen, orders the Zomba to leave the area. The crash of the machine knocks off the edge of the roof and plummets to the pavement below.

A moment later, the Batman is for a short time captured by the remaining members of the gang. Raining blows on him, Daka and one of his bewildered fighting into the Bat Mobile in which it is its exciting climax.

Directed by Lambert Hillyer, "Batman" was written for the screen by Victor McLeod, Leslie Swabacker and Harry Fraser and presents Lewis Wilson as the Batman, Douglas Croft portrays Robin, the Boy Wonder. "Batman" follows a long line of serials whose heroes and story lines first appeared in newspaper cartoon or comic book form. "Superman," "Brick Bradford" and "Thundarr, King of the Congo" are just a few of the cliff-hangers of the past which were originally pen-and-ink drawings.

The periodic crises faced by the heroes of cartoons are made into a motion for making picture serials, in which the protagonist must face death or destruction— and sometimes both—every week. In the following episode, he quickly overcome the terror facing him, only to be faced by a traffic crisis even more dangerous to life and limb. "Batman" is reported to have its full quota of sensational climax, a standard for the serial, since the 15th chapter must end with a clinch of hero and heroine to say nothing of the many fights and perils faced by the team. The spectacular cliff-hanger and dramatic suspenseful incident which culminates in each episode.

Serial History Made By Columbia's 'Batman''

'Batman' Starts

"Batman," Columbia Pictures' thrilling reprint serial based on the comic magazine feature, will be shown at the Columbia Theatre beginning next week. The lead part is played by Lewis Wilson, while Douglas Croft portrays Robin, the Boy Wonder. Shirley Patterson heads the list of stars. Shirley Patterson are others in the featured cast. Victor McLeod, Leslie Swabacker and Harry Fraser penned the screen play based on the Batman Comic Magazine Feature appearing in Detective Comics and Batman magazines and created by Bob Kane. Directed by Lambert Hillyer.

'Batman' Ending

Columbia Pictures' exciting serial, "Batman," reaches its exciting peak on its final chapter, to be shown at the Columbia Theatre. The serial was created by Bob Kane, and directed by Lambert Hillyer.

ENEMY ESPIONAGE AGENTS led by J. Carrol Naish, census, keep Batman busy in Columbia's super serial reprint, "Batman," at the Theatre every.

'Batman' Mat 3-E
Broadway to 'Batman' Easy for Serial Star

No doubt about it, Lewis Wilson is the natural for the title role in "Batman." Not only is he the square-jawed, typically American, athletic type the part requires, but his prime interest, outside of acting lies in the field of cartooning and cartoon "double" life had come to an end. That turned out to be the truth but not the whole truth.

Beginning with "Pride of the Yankees," Croft had specialized in doubling as the younger edition of some of the screen's greatest male stars. In addition to playing Lou Gehrig as a boy in the Gary Cooper picture, he also portrayed young James Cagney in "Yankee Doodle Dandy" and a then-aged Glenn Ford in "Flight Lieutenant."

As "Robin, the Boy Wonder," Croft is co-featuring with Lewis Wilson, who plays the title role in "Batman." In the part, the youngster was given his first opportunity to act without assimilating an older star's mannerisms.

Beginnig at the Theatre, Croft became interested in acting while still a tot. Moving to Los Angeles shortly thereafter, he enrolled at the Cummuck School where he took part in the usual juvenile operettas and appeared in class plays.

'Batman' Lives by Own Rules of War

Much is possible to the heroes of the comic magazines. They may fly through the air with the greatest of ease. They may travel through space and time with casual disregard for the here-and-now which limits their readers. They may employ "interrogators," "gravi-tors," and other miraculous weapons.

At the same time, if Columbia Pictures' "Batman," now at the Theatre every Monday, is an example, there is much the hero of the comic magazine cannot do. Croft lives by a code of ethics and etiquette even more formidable than the better-known restrictions which hobble the cowboys and the science fiction heroes. For example, a cowboy star may use his guns with bullet-splashing realism although he may not ambush the villain, fire first or keep on firing if the villain's gun is empty. Batman, on the other hand, is not allowed to fire a weapon at all.

In "Batman," the Columbia reprint serial at the Theatre every Monday, with Lewis Wilson as Batman and Douglas Croft as Robin the Boy Wonder, the crime-fighting comic strip hero picks up a weapon only to return it or to remove it from immediately tempting a villain. He does not fire it, and he may not fire it.

Based on the well-known Batman Comic Magazine Feature appearing in Detective Comics and Batman magazines, the Columbia reprint serial had to conform closely to the code of behavior of the popular thrill-and-action team, Batman and Robin. Such conformity simply made it necessary for screen writers Victor McLeod, Leslie Swabacker and Harry Fraser to exercise greater ingenuity than ever to lure the audience with the methods by which Batman and Robin defeat the many dangerous situations posed by their current enemy, the disabolical Dr. Daka.

Robin the Boy Wonder Played by Young Vet

When Director Lambert Hillery advised Douglas Croft that he was to be important cast in "Columbia Pictures" thrill-packed chapter play reprint, "Batman," which returns to the Theatre, the young star thought that at last he was giving a "double" life had come to an end. That turned out to be the truth but not the whole truth.

Villain in 'Batman' Is World Menace!

A United Nations embodied in one man. That's J. Carroll Naish. Do you want an actor who can converse fluently in English, Italian, French, Flemish or Spanish? Or does your production call for a heavy of any particular nationality? Mr. Naish is your man.

He's already been filmed as a Mexican, Greek, Bulgarian, Italian, Chinese, garden American and now in Columbia's thrill-filled reprint serial, "Batman," he plays a Japanese. "Batman" starts at the Theatre.

Daily Quart of Milk For 'Batman' Girl

A luxurious home-grown product is Shirley Patterson, bred in sunny California, she is the personification of all the wonderful things the Chamber of Commerce writes about its Golden State. But lovely Miss Patterson, who plays the leading feminine role in Columbia Pictures' thrill-packed reprint serial, "Batman," which returns at the Theatre, attributes her beauty to her one rule diet—a quart of milk every day!

Fifteen Exciting Chapters

1. The Electrical Brain
2. The Bat's Cave
3. The Mark of the Zombies
4. Slaves of the Rising Sun
5. The Living Corpse
6. Poison Peril
7. The Phoney Doctor
8. Lured by Radium
9. The Sign of the Sphinx
10. Flying Spies
11. A Nipponese Trap
12. Embers of Evil
13. Eight Steps Down
14. The Execution Strikes
15. The Doom of the Rising Sun

"Batman" Mats 2 & 3

BATMAN AND ROBIN, the Boy Wonder, cartoon strip favorites, as they appear in Columbia's super serial reprint, "Batman," at the Theatre every...

"Batman" Mats 1-3

ROBIN, the BOY WONDER, is played by young Douglas Croft in Columbia Pictures' super serial reprint, "Batman," at the Theatre every...

"Batman" Mats 1-3

BATMAN IN DANGER! The popular comic strip hero, on the screen in Columbia's serial reprint, "Batman," at the Theatre every...

Page 9
Silkolene Valance

TODAY! ANOTHER THRILLING CHAPTER!

BATMAN

WITH DARING YOUNG ROBIN, THE BOY WONDER

A COLUMBIA CHAPTER PLAY REPRINT

Add to the effectiveness of your marquees by using this 3' x 9' silkolene flash piece every time you play a new episode of "Batman." Priced at $9.75, a mere 65c per chapter, it can be ordered direct from National Flag Company, 43 West 21st Street, New York 10, N. Y.

HERALD

HANDOUT:

Use Ad Mat No. 202, available in the comprehensive campaign kit or separately from National Screen, as the basis for a herald handout. Back page might contain local dealer's ad to help defray printing expenses.

Use the Eye-Arresting Standees From National Screen Service, Too!

NOTICE

This space will be filled by separate titles and scenes for each chapter.