



**Saving Film & Television for Future Generations**

*UCLA Film & Television Archive Presents [Forbidden Fruit: The Golden Age of the Exploitation Picture](#) Screening September 20-22, 2019 at the [Billy Wilder Theater at the Hammer Museum](#)*

**FOR IMMEDIATE RELEASE**

**LOS ANGELES, CA (August 21, 2019)** – UCLA Film & Television Archive is pleased to announce its latest weekend series, *Forbidden Fruit: The Golden Age of the Exploitation Picture*, including [BOLD and SHOCKING highlights](#) and lowlights from the classic era of the exploitation film; all in new restorations by Kino Lorber, Something Weird and the Library of Congress—screening from Friday, September 20 through Sunday, September 22 at the Billy Wilder Theater at the Hammer Museum, 10899 Wilshire Blvd., Los Angeles, CA 90024.

[September 20, 7:30 p.m. – \*She Shoulda Said 'No'\* / \*Narcotic\* / \*Marihuana\*](#)

***The March of Crime, Volume 1 (1936)*** This newsreel is packed with grizzly images of executions and murders sutured together with scenes of modern policing techniques and a narration about the role of parental discipline in reducing crime.

***She Shoulda Said 'No!' (1949)*** Lila Leeds—the party host who was arrested in 1948 in one of Hollywood’s most notorious drug scandals—plays a show girl who holds wild pot parties in her suburban home to help put her kid brother through college.

***Narcotic (1933)*** Struggling to get his practice off the ground, Dr. William Davies is led to an opium den by a former classmate, a Chinese immigrant played in yellow face, to relieve his stress. Davies soon abandons his Hippocratic Oath to hustle miracle cures and keep feeding his habit.

***Marihuana: Weed with Roots in Hell (1936)*** Rebellious blonde Burma and her friends are convinced to visit a dealer’s beach house and smoke “the funniest cigarettes” they’ve ever seen. Before the night is over, a girl drowns and Burma gets pregnant, beginning her steep descent into an underworld plagued by murder, kidnapping, and suicide.

[September 21, 7:30 p.m. – \*Mom and Dad\* / \*Test Tube Babies\*](#)

***The March of Crime (Volume 2, 1936)*** The second volume of this notorious newsreel recounts two infamous kidnappings of the era: the taking of Marion Parker in 1927, Los Angeles, and the taking of nine-year-old George Weyerhaeuser in Tacoma in 1935.

***How to Take a Bath (1937)*** After history’s most uncomfortable bridge game, two couples retire to their respective homes where the wives each undress incrementally before stepping in the bath. While one harangues her husband about his losing bridge game and failing career, the other offers her man reassuring compliments and soothing come-ons.

***Mom and Dad (1945)*** The only film in this series on the National Film Registry. One of the most successful exploitation films of the 1940s, earning not only the wrath of the Legion of Decency and countless local DAs who sought to block its exhibition but also record grosses at the box office. An innocent high school girl falls for an older guy and finds herself in “trouble” and no one to turn to.

***Test Tube Babies (1948)*** The post-war suburban swinger scene tempts a new bride because her husband's work hours and their lack of a child leaves her terminally bored. After her latest shindig results in a drunken brawl, the couple seeks a doctor's help to find out why they can't conceive.

[September 22, 7:00 p.m. – \*Child Bride / Sex Madness\*](#)

***How to Undress (1938)*** Unawares in her bedroom, Elaine Barry Barrymore, the fourth and final wife of John Barrymore, demonstrates the correct method of disrobing as compared to the comic fumbblings of former vaudeville star Trixie Friganza.

***Child Bride (1938)*** Jennie, only 12 years old, is an object of desire for the men of her isolated town. A crusading local teacher, moonshiners, and a mob of backwoods thugs all clash in the course of events as a consequence.

***Sex Madness (1938)*** After a naive show girl puts her trust in the wrong smooth talker and catches a dose of syphilis, a doctor takes her on a tour of the hospital's VD ward, showing her a grim parade of similarly affected patients.

**More details and tickets are available on the Archive website [via this link](#).**

**Doors open 30 minutes prior to program start time. Tickets are \$10 each online. Discounted tickets only apply at the box office: \$9 general admission; \$8 for non-UCLA students, UCLA Alumni Association Members and seniors. Free admission for UCLA students.**

### **About UCLA Film & Television Archive**

The mission of UCLA Film & Television Archive is to save film and television for future generations.

A unit of the UCLA School of Theater, Film and Television, the Archive is internationally renowned for rescuing, preserving and showcasing moving image media and is dedicated to ensuring that the visual achievements of our time are available for information, education and enjoyment. The sixth-largest moving image repository in the world, and the second largest in the U.S., behind only the Library of Congress, the Archive's more than 450,000 holdings are stored in a state-of-the-art facility that meets and exceeds all preservation standards, from nitrate film to digital.

The Archive Research and Study Center provides free access to its holdings to researchers, writers and educators. Many of the Archive's projects are screened at prestigious film events around the globe, as well as [locally at UCLA's Billy Wilder Theater](#).

**For more information, please contact** Marisa Soto at (310) 206-8588 or [msoto@cinema.ucla.edu](mailto:msoto@cinema.ucla.edu).