

[Strange Fruit – The Beatles' Apple Records](#)

I am sure that you, at one time or another, have heard, “I grew with the music of the Beatles” or “I am from the Beatles generation” or something along those lines. Well, I am one of those and, after so many years since the Beatles conquered the planet, it is amazing to me that they still have so much significance. I have been a witness to that, and this band will surely be loved and remembered a long time after I am gone. But, other than their music, the Beatles tried to do something good for their fellow man, in this case struggling musicians that needed a break, a chance. It was then that they created [Apple Records](#), and the wonderful “Strange Fruit – The Beatles’ Apple Records” provides us with an honest view and great, historic information about the history of the label and its artists.

The film is quite long, and it is loaded with history and music. It begins at the beginning, when [the Beatles](#) were at the top of their game. However, when you are famous, the government wants your money, and high taxation in England was really affecting their finances. Following good advice, they created a label – Apple Records – in which the investment would lower their taxes. But, if this was the main reason for creating Apple, the indirect result would be the creation of a music label that would “give power back to the artists.” In other words, Apple would be an artist friendly enterprise, contrary to the mayor labels at the time, which stole money from the talent with indecent practices. We are also told that the major force to create the label was [Paul McCartney](#), and that their first office was located at Baker Street, in the City of Westminster, in 1968.

“Strange Fruit – The Beatles’ Apple Records” then moves to how the label began working on projects, beginning with the production of the film “The Magical Mystery Tour.” They then signed singer-writer [Jackie Lomax](#), [Mary Hopkin](#), [The Iveys](#), [James Taylor](#) and others. They also made the Beatles White album. By 1969, the Beatles -- pushed by [John Lennon](#) -- hired Allen Klein, who promised them that he would clean up their finances. That year they signed [Billy Preston](#), [The Iveys became Bad Finger](#), and the Beatles began disintegrating as a group. From then on, the filmmakers examine year by year everything that happened to the label, ending in May 6, 1975, when Apple announced that it would cease operations. Along the way, we will learn about other groups that were signed by Apple, such as, for example, [Ravi Shankar](#), [Yoko Ono](#), [John Tavener](#), [Modern Jazz Quartet](#), and [Brute Force](#). Of course, we will hear some of their music along the way.

The movie has interviews with some of the players, such a [Jackie Lomax](#) (who said that Apple Records was ‘utopia’), [Ron Griffiths](#) (from the Iveys), [Joey Molland](#) (Badfinger), and others. There are also interviews with historians, like Stefan Granados, Chris Ingham, Mark Paytrees, and more. In the end, we are told that Apple was a “curious disappointment in the history of rock music. A revolutionary label that never reached its potential.” And the big lesson, perhaps, is that “artists can not take care of other artists.” You will be the judge.

“Strange Fruit – The Beatles’ Apple Records” is a great document of our times. With no apparent help from or sanctioned by the Beatles, the documentary tells the history of this controversial – for lack of a better word – music label. I believe that some good stuff came from it, but time will tell, as their records are slowly being released as CDs. This DVD is a must for any Beatle and music fan in general. (UK, 2011, color and B&W, 162 min)
Reviewed on April 4, 2012. **Sexy Intellectual / Chrome Dreams**

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