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# Beatles' Apple has nothing to fear from 'Strange Fruit' film



The cover of "Strange Fruit: The Beatles' Apple Records." Photo credit: Seeofsound

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It finally hits the street Tuesday, but the release of "Strange Fruit: The Beatles' Apple Records," the new unauthorized documentary on the history of the record label founded by the Beatles, has had a few rough spots.

Amazon.com and at least one other dealer stopped selling it, but others continued to take orders. And though a few writers suggested it might not get released, [it's been available all along direct from the distributor \(http://www.seeofsound.com/p.php?s=SIDVD570\)](http://www.seeofsound.com/p.php?s=SIDVD570).

As we wrote in [our original review \(http://www.examiner.com/review/review-strange-fruit-doc-a-serious-unvarnished-look-at-apple-records-history\)](http://www.examiner.com/review/review-strange-fruit-doc-a-serious-unvarnished-look-at-apple-records-history), it's lengthy (almost three hours) with lots of interview time. Those featured include many who worked for the label, including Joey Molland and Ron Griffiths, who give a lot of perspective on the lveys (and later Badfinger's) difficulties with the label, Jackie Lomax, David Peel and Brute Force, Gary van Sycoc of Elephant's Memory and former label head Tony Bramwell.

But even then it's missing some vital names. For example, you won't find Mary Hopkin, James Taylor or Peter Asher, all key figures in the label's history, interviewed, though all are seen in archival footage.

If there's one shortcoming to the long film, it's the reliance on the talking heads of music critics and authors, who tend to analyze, sometimes way too much, when discussing the Apple experience. But that's what critics do. (Well, *some*, anyway.)

Another unusual, but minor, oddity, is how most of Brute Force's interview is parked in the only special feature on the DVD. The story of Force's "The King of Fuh" is a defining moment in Apple's history and shows just how much the label was a non-conformist in the industry. The song is barely touched on in the documentary. There was no reason for the filmmakers to shy away from it.

But "Strange Fruit" is not a tabloid film, like the terrible ["Beatles](#)

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[http://www.amazon.com/gp/product/B000PC6YRQ/ref=as\\_li\\_ss\\_tl?ie=UTF8&tag=thatswhatiwant-20&linkCode=as2&camp=1789&creative=390957&creativeASIN=B000PC6YRQ](http://www.amazon.com/gp/product/B000PC6YRQ/ref=as_li_ss_tl?ie=UTF8&tag=thatswhatiwant-20&linkCode=as2&camp=1789&creative=390957&creativeASIN=B000PC6YRQ) It comes from the same company that produced the serious and thoughtful "[Composing the Beatles](#)" and "[Composing Outside the Beatles](#)" DVDs ([http://www.amazon.com/mn/search/?\\_encoding=UTF8&tag=abbeyrdsbeatlesp&linkCode=ur2&camp=1789&creative=390957&rh=i:aps,k:composing the beatles dvds&field-keywords=composing the beatles dvds&url=search-alias=aps&ajr=0](http://www.amazon.com/mn/search/?_encoding=UTF8&tag=abbeyrdsbeatlesp&linkCode=ur2&camp=1789&creative=390957&rh=i:aps,k:composing the beatles dvds&field-keywords=composing the beatles dvds&url=search-alias=aps&ajr=0)). It's a historical look at the label, not a gossipy tell-all. And, bottom line, it's respectful.

As the song said, and the DVD makes very clear, those were the days, my friend.

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### Steve Marinucci, Beatles Examiner

Steve Marinucci's website, Abbeyrd's Beatles Page - <http://abbeyrd.best.vwh.net> - is widely regarded as the most accurate Beatle news source on the internet. A former journalist for over 30 years at the San Jose Mercury News, he has interviewed celebrities including Yoko Ono, Bruce Johnston and...

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