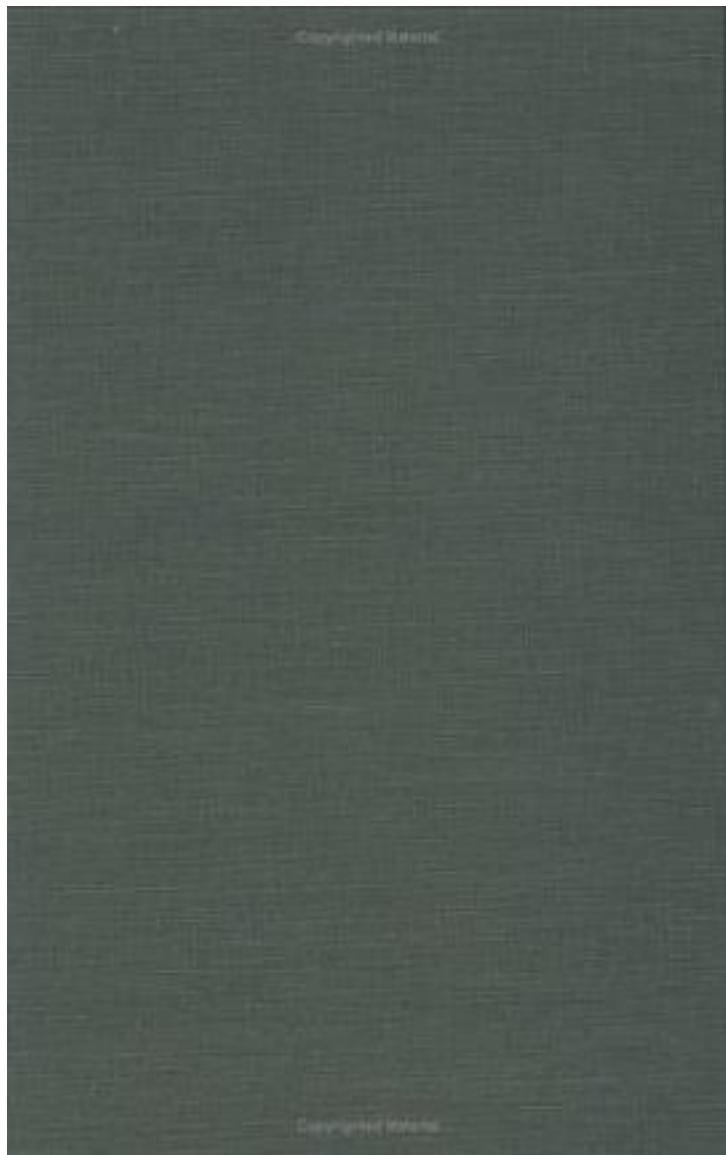


Folkways Records



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In 1949, immigrant recording engineer Moses Asch embarked on a lifelong project: documenting the world of sound produced by mankind, via a small record label called Folkways Records. By 1986, when Asch died, he had amassed an archive of over 2200 LPs and thousands of hours of tapes; so valuable was this collection that it was purchased by the Smithsonian Institute. This is an account of how he built this business, against all odds - and against all conventional thinking and common sense.

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