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Nota di contenuto	Early influences : 1870s to 1930s -- Beginnings : Asch Records -- Broadening the mandate : disc records of America -- The birth of Folkways Records -- The business of making records -- Finances -- Easing the burden : Folkways in the 1960s -- The sale of Folkways.
Sommario/riassunto	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 the time of his death in 1986, he had amassed an archive of over 2,200 LPs and thousands of hours of tapes; so valuable was this collection that it was purchased by the Smithsonian Institute. Folkways Records is an account of how he built this business, working against all odds, to create a landmark in the history of American music.