

CARL SMITH, simply by stepping on stage, awes the ladies, while at the same time winning the men's approval with a physique that many a farm husky would envy. A farm boy himself from Maynardville, Tenn., Carl is an authentic Country music artist, as well as a movie, television and recording star.

The sincerity of RED SOVINE has an immediate and lasting effect on every Country music audience. He is automatically accepted by them as a friend. After hearing Red sing and play his Folk songs and hymns, entire families will descend on him backstage. Children, as well as adults, sense his earnest interest in them and will remember him forever. Born in Charleston, West Va., Red has been a consistent Country music attraction for over ten years. He has a deep respect for both his music and the people he entertains.

Besides being very easy on the eyes, GOLDIE HILL, known as "The Golden Hillbilly," is very easy on the ears, too. Her appearance and singing style are as friendly, warm and open as the State of Texas where she was born. Goldie's Cinderella success (her discovery was sheer accident) keeps her singing and playing to audiences that appear to her through rose-colored glasses.

In keeping with the Philip Morris policy of introducing new talent (in a similar show in Richmond and Louisville in November, 1955, the company first introduced a young "comer" named Elvis Presley), eighteen-year-old RONNIE (Rock 'n' Roll) SELF has sky-rocketed his fame from nothing until he's now very much in demand, especially by younger fans. A farm boy from Tin Town, Missouri, Ronnie achieved most of his early musical education by playing and singing to himself in an echoing silo. Since the start of the tour of the "Philip Morris Country Music Show" (his first major professional break), he has developed into a performer of new stature and a show-stopper in every town and city in which he sings.

MIMI ROMAN'S lively personality draws an immediate enthusiastic response from audiences. Born in Salinas, California, she has built up a solid following with her recent recordings in the Country field. A champion horseback rider and former Rodeo Queen, Mimi is in high spirits before an audience.

The backbone of the show's performance is the instrumental group known as The Tune Smiths. They — Ben Wilson, Sammy Pruett, Johnny Sibert and Tom Pritchard — keep the fast-moving musical pace of the show and provide the deft backing for the singing stars. Actually, each of the Tune Smiths is a star in his own right.

The expert pacing and presentation of the stars on the fast-moving "Philip Morris Country Music Show" is handled by the well-known, award-winning Country music deejay from Houston, Texas, BIFF COLLIE. Biff is host on the weekly broadcasts over the Mutual Network. In addition to emceeing, Biff never fails to win a round of admiring applause for his high-spirited trumpet renditions. His knowledge and appreciation of Country music have won him respect from the entertainers themselves and a faithful following on radio and television.

Having a sponsor that is Country music-minded accounts, too, for an important part of the show's success. Philip Morris is a participant in the great National Country Music Festivals held in Meridian, Miss. Last year one of the company executives, Jim Bowling, received the Ralph Peer Award there for his contributions to Country music. Scarcely more than a year ago, Philip Morris presented in Richmond and Louisville the great Hank Snow along with a young man who was then relatively unknown — Elvis Presley. Once the cigarette company decided on a touring, free Country music show, they called on the dean of Country music, Jim Denny, of the Jim Denny Artists Bureau in Nashville, Tenn., to book them the best available talent for the Philip Morris Country Music Show.

Present plans call for the show to continue indefinitely. There's always another town over the next hill or around that far bend in the road, and it looks like there'll always be another group of fans waiting to flock to the free, touring "Philip Morris Country Music Show".



In every city the "Philip Morris Country Music Show" stars are welcome guests on deejay shows. Here Jim Swan, well-known Country music deejay, recording artist and personality in his own right, interviews Decca recording star Red Sovine on his popular Country music air show broadcast over WBRK in Hattiesburg, Mississippi.



Ronnie Self (right) and Sonny Curtis are the two youngest members of the Philip Morris show. Ronnie, who specializes in Rock 'n' Roll, has been with it since it took to the road last January, and has experienced a growing popularity. He is now recording for Columbia, and his new hit is "Flame Of Love", backed with "Big Fool". Sonny Curtis has been with the show off and on, whenever commitments permit.