



Artifact Showcase

John Cameron Swayze Board Game

John Cameron Swayze began his broadcast career hosting a radio show called *Who Said That?* But he is best remembered for the years he was the anchor for a 15-minute evening television news program called *The Camel News Caravan* on NBC.

In 1955 R. J. Reynolds, maker of Camel cigarettes, reduced its sponsorship to three nights per week, with *The Plymouth News Caravan* airing on the other two evenings. When Swayze's ratings began to slip in 1956, his news program was replaced by *The Huntley-Brinkley Report*, which soon became the nation's top-rated TV newscast. Remembering Swayze, newscasters David Brinkley and Walter Cronkite praised him for being able to recite the evening news cogently without using a script. Swayze later was the host of TV's *Armstrong Circle Theater*.

Whenever there was a popular radio or TV show, there was a good chance that a game manufacturer would create a new game on that theme. The Museum currently exhibits TV show board games for programs like *I Love Lucy*, *Charlie's Angels*, and the quiz show *Twenty One*. A recent artifact showcase featured a Fibber McGee and Molly radio show game. This 1954 news quiz board game from game manufacturer Milton Bradley featured a board with a large map of the world, divided into sectors. Players would use a spinner to select a sector of the world, and then the moderator would ask a news-related question from that sector.

We appreciate your support of the museum so that historical artifacts like this one, and the stories that go with them, can be preserved for future generations. THANKS!

