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## **Pursuit of trivia dwindling**; stores reduce game price

By Diana Johnson Staff Reporter

Sweat drips down the player's brows as they await their turns. Someone kinds of people, said Bob Midlestadt, draws a card holding the answer to UNL marketing professor. This also their fate. Will they answer the ques- allows more people to participate, he tion correctly or will they fail?

**Daily Nebraskan** 

The game that creates the tension is Trivial Pursit made by Selchow and Righter. The game's sales soared in 1983 and it remains one of the most frequently played games at parties, said Thom Walla, owner of Hobby Town, 220 N. 66th St.

Trivial Pursuit, at \$30 for the master game, can be played by as many as six people or by teams. Players answer questions from six categories, including entertainment, science and nature, history, arts and literature, sports and leisure and geography. Points are awarded with pie-shaped pieces. The first team to fill its pie wins the game.

"Mostly though, it's a game where a bunch of people can sit around with a few drinks and play without caring too the answers," Walla said.

Because the game requires no special equipment or specialized skills, it appeals to a wide range of ages and said.

The most common buyer of Trivial Pursuit is a male 10- to 25-year-old, Walla said. Although the most knowledgeable player may be someone older, he said.

"A lot of the questions come from the '20s and '30s or '40s," he said. "There is the Baby Boom which asks questions from the '60s and '70s. That was the time when I was growing up, but I still don't know the answers.'

Although Trivial Pursuit may be popular, its sales have dropped dramatically, Walla said. Discount stores such as K-mart or Shopko probably have reduced prices on the games to get rid of them," he said.

"When the game was first getting a much about whether or not they know lot of attention from the press, sales

were really big," he said. "Once something begins receiving the media's attention, people want it in order to have the 'in' thing, so to speak. It's something like keeping up with the Jones'," he said.

Tuesday, September 24, 1985

Although a new set of questions called the RPM Edition, a history of music, has been added to the game, it is losing its appeal, he said.

"It's just like any other fad. It reaches a burnout phase," Walla said. "It comes to the point where it has been played so many times that you get tired of it."

After its initial use, the game usually is "put on the shelf," he said.

Some games that have survived the "fad stage" include Chess, backgammon, Yatzhee, Scrabble and Monopoly.

The most recent fad to enter the game market is Scruples, Walla said. Players answer questions concerning morality and personal opinions.

"The press just recently started giving it play and that's the game that people are asking for now," he said.

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