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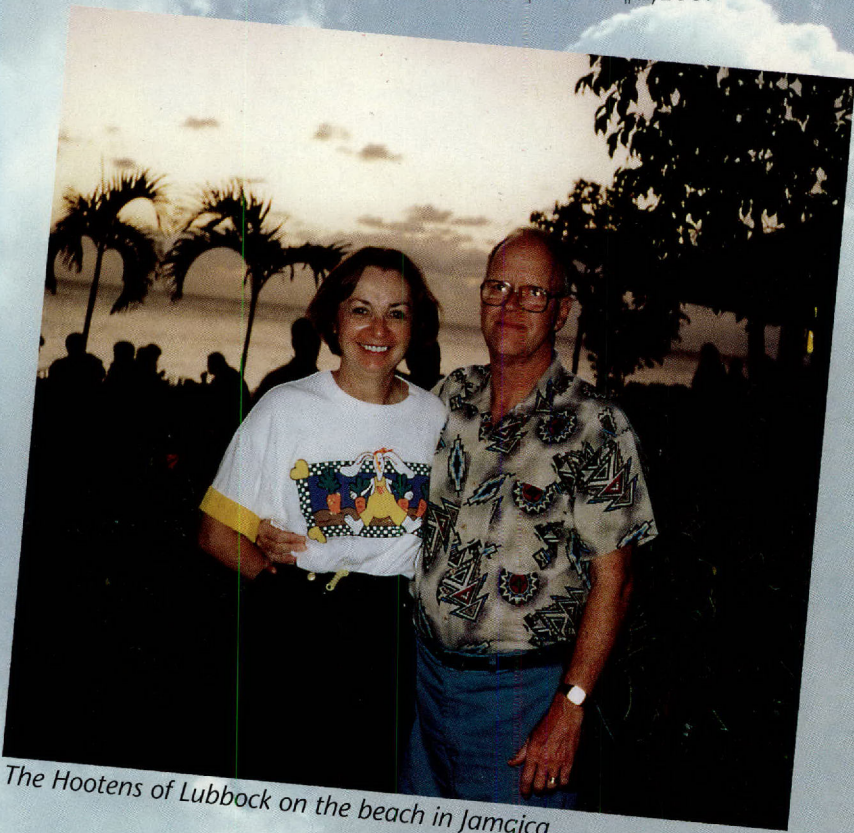
March 1996

Retailer Contests— both super and sunny!



Owner Arvind Patel and store manager Mike Sheikh of Arvind, Inc. in Arlington soaked up the sun and fun in Tempe, Arizona during Super Bowl weekend January 26 - 29. As the winners of the Lottery's Pick 3 Super Bowl contest, Arvind and Mike enjoyed watching the Dallas Cowboys defeat the Pittsburgh Steelers in Super Bowl XXX.

"It was a crazy atmosphere and a lot of fun," according to Arvind. "At a party the night before the game we got to meet people from all over the country, including the owner of the (Kansas City) Chiefs." When asked what he thought of the game itself, Arvind said, "We were surrounded by Steelers fans. It was a lot of fun. We took turns screaming and yelling but our team won so it was good. I'm ready to do it again next year!" During the contest, Arvind, Inc.'s weekly Pick 3 sales rose from \$640 to \$1,100.



The Hootens of Lubbock on the beach in Jamaica.

Congratulations to H. E. "Butch" Hooten, supervisor of Food Plaza #107, the winner of a week-long trip to Jamaica in our instant ticket sales contest run in the Lubbock District from December 31 through January 6. The trip was courtesy of KLBK-TV in Lubbock. "Butch" and his wife, Deloris, spent the first week of February basking in the sun at the Sandals Negril resort in Jamaica. Way to go, Butch! And also, a big thank you from the Texas Lottery to all the people at Food Plaza and everyone at Benton Oil, owners of Food Plaza, for all of your hard work.





Cash 5 drawings held at 9:59 p.m., Central Time, can now be seen on these Texas television stations:

Abilene KTAB, Ch. 32	Houston KRIV, Ch. 26 KXLN, Ch. 48 (Span.)
Amarillo KVII, Ch. 7	Laredo KGNS, Ch. 8
Austin KTBC, Ch. 7	Lubbock KBZO, Ch. 51 (Span.)
Beaumont/Port Arthur KJAC, Ch. 4	Midland/Odessa KPEJ, Ch. 24
Bryan KBTX, Ch. 3	Nacogdoches/Lufkin KLSB, Ch. 19
Corpus Christi KDF, Ch. 47 KAJA, Ch. 68 (Span.)	San Angelo KIDY, Ch. 6
Dallas/Fort Worth WFAA, Ch. 8 KUVN, Ch. 23 (Span.)	San Antonio KENS, Ch. 5 KVDA, Ch. 60 (Span.)
El Paso KVIA, Ch. 7 KINT, Ch. 26 (Span.)	Tyler KETK, Ch. 56
Harlingen/McAllen KGBT, Ch. 4 KNVO, Ch. 48 (Span.)	Victoria KAVU, Ch. 25 KBG, Ch. 51 (Span.)
	Wichita Falls KAUZ, Ch. 6

Don't forget to look for your Retailer ID number hidden in this issue of Retailer Update! Retailers who find their ID number and call 1-800-37-LOTTO, ext. 4944, receive a prize package of Lottery merchandise. Look for your number (mailing labels don't count) and claim your prize before April 30, 1996.



\$17,271!

**Big Diamond #964,
Austin**

Lotto Texas Jackpot Bonus

\$32,872!

**Stop N Go #1063,
Grand Prairie**

Lotto Texas Jackpot Bonus

\$158,634!

**Big Town Shell,
Mesquite**

Lotto Texas Jackpot Bonus



**Money, Movies &
Music
\$1,000 Contest
Winners**

Every time a retailer activates a pack of Instant Game No. 59, Money, Movies & Music between December 10, 1995 through April 27, 1996, it qualifies as an entry into the contest. Drawings are held once a month for six months. Here are the February \$1,000 winners:

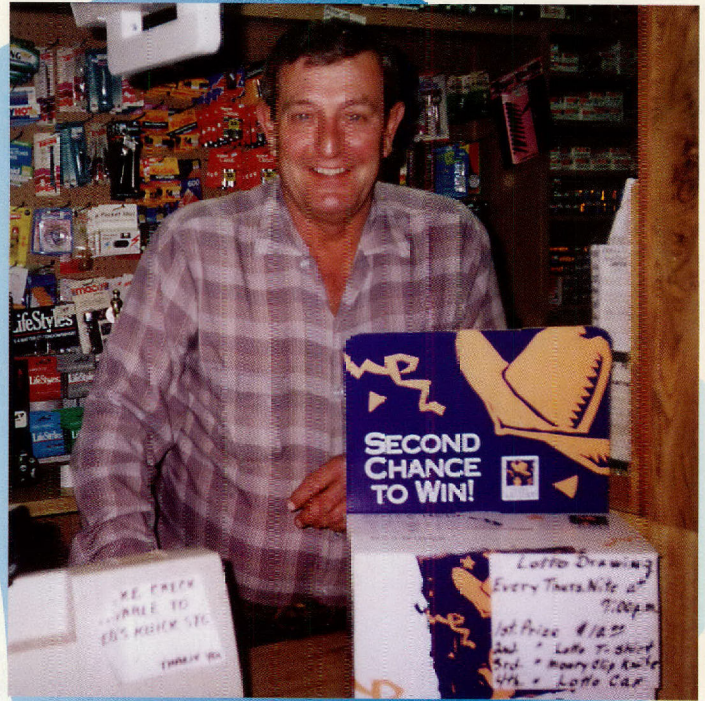
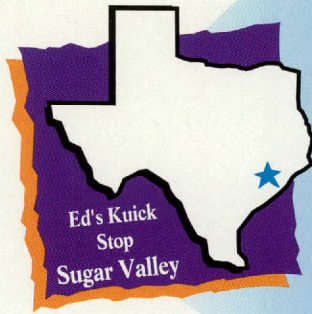
Sun-Mart, Mineral Wells	Allsup's #27, Stinnett
Gem Dandy #6, Clifton	Chachi's Express Mart, Garciasville
Quality Food Mart #2, El Paso	Stop N Go #3247, San Antonio
Fiesta Mart #4, South Houston	Palmers Grocery & Feed, Longview
David's Store, Dallas	Speedy Stop #3, Rockport

Remember, the more packs of Money, Movies & Music you activate, the better your chances of winning \$1,000 in cash. Drawing dates are from December 14, 1995 through May 2, 1996.

How sweet it is!

Texas Lottery sales are steadily rising at Ed's Kuick Stop in Sugar Valley. Store owners Ed and Laverne Peter, along with their six employees, promote the Lottery every way they can. Ed's carries all available scratch games—and they hold a second-chance drawing every Thursday evening. Prizes range from beautiful collector's edition pocket knives to cash.

The store also gives a free \$1 scratch ticket to anyone who cashes their payroll check at Ed's. And what's happened? Lottery sales at Ed's Kuick Stop are now averaging \$3,000 a week!



Ed Peter



Lottery—green and leafy!

As you might expect from a city where a statue of Popeye the Sailor graces the town square, Crystal City is in the middle of one of the major spinach-producing areas in the country. (110388)

A Texas Lottery promotional trailer was one of the features of the annual Crystal City Spinach Festival. The event was a great success, with more than 1,000 festival participants stopping by to learn more about Lottery games and try their luck at the Lone Star Spin.

And you'd have to go a long way to top Scot Hrnecik's three colorful parrots promoting *Pick 3!*



Mike Ramos and Scot Hrnecik





Are you ready to send your Lottery sales soaring to new heights? We receive many sales-boosting ideas—and here are just few of them:



Triangle Food

Triangle Foods in Alpine is one of the top-selling Lottery retailers in far West Texas, but management felt that sales of *Two for the Money* (Game No. 37) could be better. Working with Sales



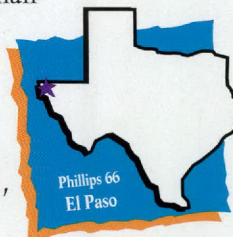
Representative

Felix Figueroa, employees drew a large *Two for the Money* scratch ticket on the Lottery message board, along with the number of prizes remaining in the game—and the store has seen a 15% increase in sales since then.



Phillips 66

Six Phillips 66 stations in El Paso are holding a promotion called the “Lottery Lunch Special.” The special consists of two hot dogs, a bag of chips, a fountain soft drink and a \$1 scratch ticket—all for \$2.99! Merchandise sales at all six outlets have increased, and store managers report a 20% increase in Lottery sales. Remember, by law lottery tickets cannot be sold for less than \$1, but discounting food and other items makes a great promotion. (104513)



Mann's Store No. 7

Here's an easy one: when Mann's Store No. 7, in San Antonio celebrated its grand opening, customers received a free \$1 scratch ticket with each gas fillup. That “dollar difference” made for increased business and great sales—for gasoline, Lottery tickets and other merchandise.



Great Ideas equal Great Sales!

One Stop Market

One Stop Market in Irving is another great example of the idea that “it pays to display.” Employees started out with covering an unused door with properly defaced winning tickets paying out \$5 or more. Customers couldn’t believe that the store had so many winners, and sales began increasing. After the door was covered, it was time to cover the walls. One Stop’s Lottery sales are now up 45-percent from the time the ticket display started.



Sim's Drive In Grocery

Dennis Cothran, manager of Sim's Drive In Grocery in Cedar Hill was bound and determined to qualify for an on-line Lottery terminal. Dennis took a little risk



and purchased his own scratch tickets for an “ask for the sale” promotion. If employees forgot to ask customers to buy Lottery tickets, the customer got a free ticket—and the tickets left over at the end of the promotion were divided among the employees. Customers and employees alike were enthusiastic about the promotion. Asking for the sale definitely drives ticket sales—and for Sim’s, also helped them qualify for an on-line terminal. (112287)



Sunmart

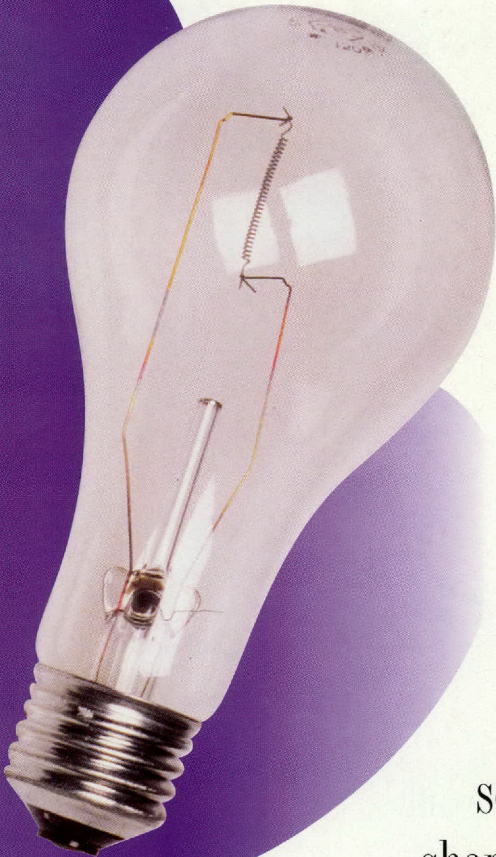
Ten of the Sunmart stores in South Texas recently held their own “ask for the sale” promotion. At the end of the month-long promotion, overall Lottery sales for the chain had increased by 37.8-percent, with



Sunmart #114 in Robstown, chalking up an increase of more than 79-percent! Asking for the sale really works!



See any ideas you can use? If you have other ideas about increasing Lottery sales, let your Sales Representative know about them so we can share them in the Retailer Update.



They want more!

Dawson is an East Texas town with population of about 700, but you'd think it was a major metropolis judging by ticket sales at **Jiffy Mart #5**.

During a recent two-hour Lone Star Spin event at the store, \$2,500 worth of tickets were sold.

Jiffy Mart sells all available Lottery scratch tickets—and, as you can see by the picture, they always want more! (281105)



Research to help you.

During the month of March, a survey will be sent to a random selection of Texas Lottery retailers throughout the state.

As a partner of the Texas Lottery Commission, your input will allow us to better gauge your concerns and ideas and, ultimately, offer you better service and products.

If your store is one of the selected recipients, please take the time to completely fill out the survey and provide us with your feedback.

Once we have studied your responses, we look forward to sharing your thoughts with all Texas Lottery retailers.

Glad you asked that!

Q

Every now and then I get a message on my Lottery terminal stating that an instant ticket has been "Previously Paid." The ticket appears to be a winner but it will not validate. What should I do?

A

The message means that the ticket has already validated. As a general rule, if a ticket does not validate, return the ticket to the customer along with a "Winner Claim Form" and instruct the player to take the ticket and the form to the nearest Lottery Claim Center—or mail the ticket and form to Lottery Headquarters at P.O. Box 16600, Austin, Texas 78752-6600.

Q

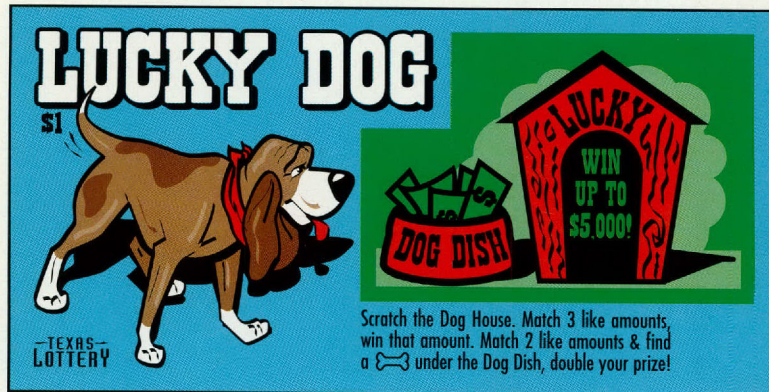
Are there any restrictions on retailers conducting second chance drawings?

A

Second chance drawings are a great way to increase store traffic and build a solid customer base. However, please remember these points:

- You cannot require a customer to purchase a ticket or anything else to enter a second chance drawing, so you need to have alternate entry forms available; and
- You must include non-winning tickets from **any** retailer in a second chance drawing.

New Games Coming Soon!



Game No. 55 - Lucky Dog - Starts March 20, 1996
 • \$5,000 top prize.
 • Match 3 out of 6 with Bonus Doubler.



Game No. 68 - Scratchman III - Starts April 17, 1996
 • \$3,000 top prize.
 • Match 3 with a Bonus Tripler.



Moolah Mania, Game 29
 Final redemption date:
 March 29, 1996

Double Doubler, Game 39
 Final redemption date:
 April 29, 1996

Football Fever, Game 38
 Final redemption date:
 May 29, 1996

Bluebonnet Bucks, Game 27
 Final redemption date:
 June 29, 1996

Boot Scootin' Bucks, Game 35
 End of Game: February 1, 1996
 Final redemption date:
 July 30, 1996

Longhorn Loot, Game 41
 End of Game: February 1, 1996
 Final redemption date:
 July 30, 1996

Hog Mania, Game 44
 End of Game: February 1, 1996
 Final redemption date:
 July 30, 1996

Deuces Wild, Game 42
 End of Game: March 1, 1996
 Final redemption date:
 August 28, 1996

Blackjack, Game 32
 End of Game: March 1, 1996
 Final redemption date:
 August 28, 1996

Scratchman, Game 36
 End of Game: March 1, 1996
 Final redemption date:
 August 28, 1996

The Wheel pays off!



Leticia, Mary Ann and Alex DeLeon

Two big “E’s,” enthusiasm and excitement, were the order of the day during a recent Customer Appreciation Day at JR’s Food Mart in Nixon. Store manager Debbie Martinez used local advertising to draw in regular customers and new customers as well. Along with Lottery-provided prizes on the Lone Star Spin, Debbie lined up full-course chicken dinners as one of the prizes on the wheel.

One visitor, Alex DeLeon, purchased \$10 worth of scratch tickets to get a chance for he and his wife, Leticia, on the Lone Star Spin. He won two prizes, then drove away with his wife and daughter, Mary Ann.

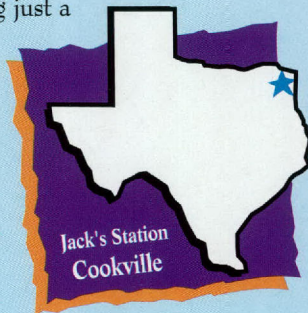


Within minutes, the DeLeon family was back at JR’s—waving scratch tickets that gave them \$129 in winnings!

See for yourself!

Curious customers at Jack’s Station in Cookville were constantly asking owner Carla Lee if she’d had any big Lottery winners lately or “What’s hot today?” Carla decided to let those clients see for themselves by posting her defaced winning tickets. (236708)

She thought about covering just a small area, but what you see in the photograph represents less than two weeks of winning tickets! Carla is now displaying those winning tickets worth \$40 or more—and her Lottery sales and the winners’ wall just keep on growing!



Carla Lee



Texas Lottery
Commission

PO Box 16630
Austin, Texas
78761-6630

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