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# RETAILER

Holiday Issue  
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Who has one of the most sought-after holiday gifts around? Hint: it's not a mall department store or a discount center—it's you, the Texas Lottery retailer!



The holiday season is upon us—and it's time to remind your customers that Texas Lottery tickets make fantastic gifts. The new 1995 holiday ticket, *Holiday Surprise*, even includes "To" and "From" lines on the ticket itself so you can use it as a gift—or as a gift tag on a package. This just might be one time when the tag is worth more than the gift!

Lottery tickets even come with free gift wrapping in the form of holiday gift envelopes.

You can boost sales by telling your customers how easy it is to purchase Lottery tickets—and how much fun it is to give them to family, friends and business associates.

Consider these ways of drawing attention to your wide variety of Lottery gifts:

- Place examples of all three available holiday tickets in a stocking near the register to encourage "stocking stuffing" with Lottery tickets.

- Remind players that Lottery tickets make a colorful and welcome addition to holiday gift baskets.

- Place POS near your greeting card selection—and tell your customers that adding a Lottery ticket to a card can make it really special.

- Attach defaced or void scratch tickets to candy canes in your candy section to remind customers that they can make even a small gift even "sweeter."

Now's the time to get your customers in the habit of buying Lottery tickets as gifts—for any occasion!





# ★ ★ Bonuses! ★ ★ ★ ★ ★



**\$176,000!**

Gerry Ballard (center), owner of the Ballard's chain, is all smiles as he accepts a retailer bonus check for \$176,000 from Lottery representative Frank Coniglio (left). Looking on are Sharon Miller, manager of the Ballard's store in Bastrop where a \$17.6 million Lotto Texas jackpot-winning ticket was sold, and GTECH sales representative Doyle Kolle.

## Other Retailer Bonuses!

Circle K #2108, Corpus Christi  
\$48,316.28  
*Lotto Texas* Jackpot Bonus

Maverick Market, Victoria  
\$10,000  
*Weekly Grand* Bonus

Big Diamond #413, Corpus Christi  
\$93,649.50  
*Lotto Texas* Jackpot Bonus

Pak's Food Store #75, Friendswood  
\$39,407.75  
*Lotto Texas* Jackpot Bonus

Kent Kwik, Odessa  
\$206,979.42  
*Lotto Texas* Jackpot Bonus

Petro Pantry #8, San Antonio  
\$82,024.63  
*Lotto Texas* Jackpot Bonus



**\$268,736!**

ONA Food Store No. 1 in Harlingen received a retailer bonus check for \$268,736 for selling a Lotto Texas jackpot-winning ticket worth \$26.8 million. Lottery Sales Director Greg Hoelk (right) presented the check to Arnulfo S. Rodriguez, president of ONA, Inc. Also pictured are GTECH sales representative Leo Hinojosa (left) and ONA, Inc. vice president Arnulfo "Ernie" Rodriguez, Jr.

**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 December 31, 1995.







## Quitman sales just won't quit!

Super Sak No. 2 in Quitman, northwest of Tyler, recently expanded its Lottery play area to accommodate a whopping 50.34 percent increase in Lottery sales between September, 1994 and September, 1995.

Why such a big increase? "Everyone who works here is very enthusiastic about the Lottery," said store manager Charlotte Williams. "Whenever a new game comes out, we tell every customer about it—and most of them buy it."



*A great play area draws customers to Super Sak #2 in Quitman.*

In addition to using a standard play station, Williams had constructed a very functional and attractive play area decorated with Lottery POS and second chance drawing prizes.

The store carries a minimum of 15 instant tickets displayed prominently on an elevated base near the cash register. (104302)

This year alone, Super Sak has participated in a Lone Star Spin promotion, the Ask for the Sale promotion and has an on-going Second Chance to Win promotion.

During August, Super Sak averaged \$14,449 per week in Lottery sales. And that's no bad for a town with a population of 1,689—and no traffic light!

## It pays to pay your winners!

That's the advice many successful Lottery retailers give, and it's true! The most successful Lottery retailers are full-service Lottery centers. Customers who cash in winning tickets at your store are very likely to buy more Lottery tickets and other merchandise from you.

Paying out winning tickets helps build a loyal customer/player base. The retailer who refuses to

pay is only driving customers to other retail locations, and many of these customers will not return. By advertising your store as the place to play AND the place that pays, you are telling your competition and potential customers that you know the secret to good customer relations: providing the services that your customers want.

And, if your customers feel positive about their experience in your store, they're sure to tell their

friends that your location is the place to go.

So remember to always pay out winning tickets up to \$599. It's Lottery policy, and it's good business.

**The Place to Play  
and the  
Place that Pays!**





# Lottery sales flying high!

You could say that Scratchman is the "overseer" of Lottery transactions at M.S. Sales, located in the East Texas town of Madisonville. As you can tell by the picture, store owner Mary Scott and manager Jesse Culbreth have placed a life-size Scratchman figure about 12 feet in the air, readily visible to all who visit the store. (431239)

Anyone who comes into M.S. Sales will also notice the 23 instant game dispensers set up next to the cash register. They not only notice, they buy. Average weekly scratch ticket sales at the store run more than \$4,700, while sales of *Lotto Texas*, *Cash 5* and *Pick 3* generally top \$5,700 a week.



*Jesse Culbreth (left) and Mary Scott have a "salute" for Scratchman, who towers over their successful Madisonville Lottery outlet.*

Mary and Jesse both enjoy talking to their customers and explaining new games to them.

"We just love people," said Mary. "We also love the Lottery, and it's helped to make M.S. Sales a successful business."



## New Screens

Texas Lottery on-line retailers now see new screens for instant ticket pack activation or settlement.

When a retailer selects the pack activation or settlement option from the Instant Menu and has entered the game and pack number, a screen will be displayed asking the retailer to press SEND to confirm the pack settlement or activation.

If the SEND key is pressed, the pack settlement/activation request will be sent to the Central Computer. If any other key is pressed, the pack request will not be processed.

SETTLE  
PACK  
12-345678  
IF CONFIRMED,  
PRESS THE SEND KEY

ACTIVATE  
PACK  
12-345678  
IF CONFIRMED,  
PRESS THE SEND KEY

## It's a Win-Win situation!

Salome Martinez Jr. and his family are itching to sell a Lotto Texas jackpot ticket. The Martinez family owns and operates **Salome's Grocery & Market** in San Benito. Just look what "extras" that lucky winner would receive from Salome's!

### IF YOU WIN \$3 MILLION

- \$500 Cash Spending Money Instantly
- Round Trip Air Flight to Austin
  - Rental Car in Austin
- Luxury Hotel Room Including Meals
- Mariachi Music on Your Return Home
- Limousine Service from Airport to Your Home

### If You Win \$8 Million or More

'95 Car or Pick-Up  
(You Pick the Color)





# Lottery sales are smokin'!

Texas Lottery sales in the East Texas town of Dayton are sparked by the enthusiastic personality and marketing savvy of Tommy Latta, owner of **Señor Smoke**.

To promote Lottery sales, Latta keeps 16 scratch ticket dispensers full at all times. He also has an on-going second chance drawing, with the weekly winner receiving 10 free scratch tickets. By placing the second chance drawing box right next to the dispensers, customers find it easy to enter the drawing.

Since beginning the second chance drawings, Latta says he has seen a "week-by-week increase" in sales—now up to about \$3,000 a week. (118230)



*Tommy Latta celebrates the Lottery experience every day. Lottery balloons and Second Chance Drawing boxes are available through your Sales Representative.*

Latta also uses the Texas Lottery logo in all of his local newspaper advertising and develops new regular customers by always paying winning tickets.

Says Latta, "We treat all our customers like personal friends, and they keep coming back. We have fun with the Lottery, and it's been good for our business."



## Lottery Promotion Draws a Crowd!

Star I.G.A. Supermarket on the west side of San Antonio recently sponsored a Customer Appreciation Day with an unplanned plus. The colorfully decorated Texas Lottery trailer drew the expected crowds to the store's parking lot, but the event turned into a "mini-fiesta" when a local tejano band began performing near the trailer. Store manager Matt Ramirez said there were as many as 200 people in the store parking lot during the three-hour event.

"We sold about \$1,200 in Lottery tickets during the promotion," said Ramirez. "That's at least double what we normally sell in three hours—and everyone had a great time!"







# Off to a great start!



The Texas Lottery's newest on-line game, *Cash 5*, is attracting players from all over the state—and thousands of those players are winning “prizes worth celebrating.”

Sales of *Cash 5* tickets have increased steadily since they were first offered on October 11. During the first full week of *Cash 5* availability, Texas Lottery retailers sold more than \$5.1 million worth of the new on-line tickets.

Because of the good odds of winning and attractive lump-sum cash payouts to winners, Lottery officials expect *Cash 5* to be very popular with regular Lottery players and attract new players as well.

One of the highlights of the new *Cash 5* game is the bonus retailers receive for selling a top prize (5 of 5) ticket. The bonus is equal to one-percent of the top prize amount. For example, the top prize in the October 17 drawing was \$60,202. Each of the five retailers who sold top prize-winning tickets in that drawing will receive a bonus of \$602. (236713)

To be eligible for the retailer bonus, a retailer:

- must be in good financial standing with the Texas Lottery as well as the State of Texas;
- must be properly licensed and in compliance with all procedures for the sale of Lottery tickets; and
- must be in compliance with all applicable ADA regulations.

*Cash 5*—it'll be shaking Texas for a long time to come!



# New Games Coming Soon!



## ▲ Break the Bank - Start Date December 6, 1995

Twenty million lucky combinations! That's how many chances to win there are in *Break the Bank*, the new scratch game where players can win up to six times on a single \$2 ticket—with a top prize of \$30,000!

## ◀ 5 Card Cash - Start Date January 3, 1996

Your players will get an "ace" of a ticket when they purchase *5 Card Cash*, a new game featuring a \$5,000 top prize, three chances to win on each ticket and more than \$54 million in total cash prizes!



## Texas Bonus Card

Game 33-  
Final redemption date:  
February 28, 1996

## Three Across Texas

Game 24  
Final redemption date:  
November 28, 1995

## Texas Tornadough

Game 26  
Final redemption date:  
December 28, 1995

## Cactus Cash (rerun)

Game 30  
Final redemption date:  
January 28, 1996

## Moolah Mania

Game 29  
Final redemption date:  
March 29, 1996

## Double Doubler

Game 39  
Final redemption date:  
April 29, 1996

## Football Fever

Game 38  
End of Game:  
December 1, 1995  
Final redemption date:  
May 29, 1996

## Bluebonnet Bucks

Game 27  
End of Game:  
January 1, 1996  
Final redemption date:  
June 29, 1996



# Money, Movies & Music

Beginning November 15, Texas Lottery players have a chance to win great cash prizes with a new scratch game—plus a chance to receive valuable and exciting entertainment merchandise. *Money, Movies & Music* will grab your players' attention because of the different ways to win.



Players can win up to \$1,000 in cash by matching 3 of 6 dollar amounts on the play surface.

Plus, the extra Bonus box area will either reveal a BONUS WIN or a NO BONUS, TRY AGAIN message. (441004)

Players can collect BONUS WIN tickets to mail in for movie videos, music CDs or cassettes.

The *Money, Movies & Music* brochure will serve as both a catalog of available movies and music titles and as a self-mailer for players to send in their BONUS WIN tickets. Other point-of-sale items for *Money, Movies & Music* include a stand-up brochure holder, a mini-billboard and a shelf talker.

Remember:

- A cash winning ticket will never be a BONUS WIN ticket also.
- Not all non-cash-winning tickets are BONUS WIN tickets.

Media Drop-In of Dallas is responsible for the redemption of videos, CDs or cassettes.

All questions regarding BONUS WIN prize fulfillment should be directed to Media Drop-In's customer service representatives at 1-800-201-0108. Both English- and Spanish-speaking representatives will be available.

## Lottery speaker's bureau available

If your group or organization would like more information about the "Game of Texas," the Lottery's speaker's bureau stands ready to travel to your community.

Lottery speaker David Coe has appeared before a wide range of civic groups in 104 Texas cities and towns since the Lottery began. "Most audiences want to know where Lottery earnings go, the details of winning prizes and human interest stories about winners," said Coe.

To schedule a Lottery speaker for your group, call 1-800-375-6886, extension 3642. The only qualification for scheduling a speaker is that you need to guarantee that a minimum of 30 people will be attending the event.



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