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TEXAS
LOTTERY

REPUBLIC

October
1995



Texas Lottery employees recently held a "pep rally" outside Lottery Headquarters in Austin to send a huge "Thank You!" to Lottery players and retailers throughout the Lone Star State. The occasion? An announcement that Texas Lottery sales during Fiscal Year 1995, which ended August 31, reached \$5,037,205,969—the most ever sold by a North American lottery.

Texas Lottery sales during Fiscal Year '95 ranked first among all North American lotteries—for the second year in a row. During the year, the Lottery paid out more than \$1.7 billion in prizes to players and pumped more than \$1 billion into the state's General Revenue Fund. Lottery retailers earned more than \$151 million in commissions and nearly \$6.7 million in bonuses.

"None of this would have been possible without our loyal players and dedicated Lottery retailers," said Texas Lottery Commission Executive Director Nora Linares. "And it is to them that we owe a debt of gratitude."

Sales of *Lotto Texas* average more than \$23 million a week, the highest weekly average sales of any lotto game in U.S. history. Average scratch ticket sales now exceed \$40 million a week, the highest average in the United States.

"Now, that's performance," Linares said. "A winning tradition we plan to continue with your backing and support."

Thanks, Texas!

★ ★ Bonuses! ★ ★ ★ ★ ★



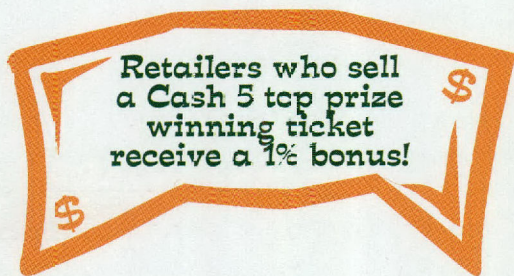
\$39,264!

Lottery representative Toni Smith presents a retailer bonus check to Nizar Merchant, owner of AM-PM Mini Mart in Dalworthington Gardens, between Fort Worth and Dallas. The store sold a Lotto Texas jackpot winning ticket worth \$3.9 million to Judith Lyons of Arlington.



\$48,237!

The Lottery's assistant marketing director for operations, Paula Lejeune Brouillette (left), presents a retailer bonus check to Albertson's No. 4004 in Austin. Accepting the check are Albertson's district supervisor Doug Walbaum, grocery manager Rick Hoffman and store director Wayne Griggs. Lorraine Urey of GTECH is at right.



Congratulations to the following Lottery retailers who found their Retailer ID number hidden in the August issue of Retailer Update:

- #100832 - Wayne Backus Texaco, Dallas
- #228611 - Centennial Liquor #27, Dallas
- #232248 - Town & Country #166, San Angelo

Retailers who find their ID number and call 1-800-37-LOTTO, ext. 3619, receive a prize package of Lottery merchandise. Look for your number in this issue (mailing labels don't count) and claim your prize before November 15, 1995.

Other Retailer Bonuses!

Circle K #1641, Anthony
\$18,790.54

Redi-Mart, Houston
\$10,000

Tiger Mart #8, Cleburne
\$170,065.64

Saunders Pump N Shop, Laredo
\$10,000

Beautiful Bonus

Government Publications
Texas State Documents
MAY 27 1996



This Benz is waiting for a lucky winner.

Sunny Akinyemi, owner of Postal Services in Houston, is super-serious about selling a *Lotto Texas* jackpot winning ticket. How serious? Just take a look at Sunny's bonus prize for a prospective winner—a brand-new 1995 Mercedes-Benz S320!

The Mercedes promotion has been going on since April—and it's producing increased store traffic and sales. Before buying the luxury car, Postal Services was averaging \$500 a day in Lottery sales. The daily sales figure now ranges between \$1,500 and \$2,500!

Another factor boosting sales—Sunny gives one free Lottery ticket to every customer who purchases 20 tickets.

Sunny says the Mercedes will sit patiently in his parking lot, waiting for some lucky winner to drive away in style!

Mission Successful!

Weiss Garage in San Antonio is "spreading the Lottery word" far and wide by virtue of its location in one of San Antonio's most popular tourist areas.

The convenience store and gas station is located across the street from Mission San José, and prominently displays outside signage promoting the Texas Lottery. Owner Shonda Weiss says the signs bring in scores of out of state tourists as well as new local customers. (235013)

Weiss proudly displays pictures of all of the store's winners and defaced winning tickets on top of and around the counter to let customers know that her business is a "lucky Lottery spot." The store's ticket dispensers are also "up front" on the checkout counter and highly visible.



Shonda Weiss is "on a mission" for the Lottery.

Says Shonda: "Lottery business has been great, and it's produced a noticeable increase in our overall business."

Great promos boost sales!

There's a promise of cooler weather ahead, but Texas Lottery retailers are coming up with promotional ideas that are producing "hot" sales across the state. Here are a few examples:

B.J.'s Quickie Foods

Bob and Joyce Bullard, owners of B.J.'s Quickie Foods in Longview, chalk up their Lottery sales success to constant interaction with their players and in-store promotions. Bob and Joyce conduct a monthly second chance to win drawing with a top prize of \$100 cash. Also, the Bullards have been bringing in new customers with the promise of a Caribbean cruise to anyone who buys a *Lotto Texas* jackpot winning ticket at the



Longview location. Bob Bullard says the second chance drawing has been highly successful. "I'd say we've seen a 30 to 35-percent increase in sales since we started the promotion."

Best Food #1

When the *Weekly Grand* scratch game was introduced, Tony

Sammons—manager of **Best Food #1** in San Antonio—hit on a great



way to promote sales. During the first two weeks of the game's run, Tony displayed ten defaced \$300 winning tickets purchased at his store. After the display went up, ticket sales more than doubled!

Springs Easy Shop

Peter Dunn would love to have a *Lotto Texas* jackpot winner purchase the winning ticket at his store, **Springs Easy Shop** in Sutherland Springs. However, he's also willing to throw in a big bonus for someone who comes close to winning the "big one." Peter is promoting an all expense paid trip to Las Vegas for anyone who buys a 5-of-6 *Lotto Texas* winner at his store—and he says overall sales have gone up by 20 percent since the promotion began. "It brings more people into the store—and they buy other merchandise in addition to Lottery tickets," said Dunn. (204630)

Milt's Mini Mart

Pizza and the Lone Star Spin? They went together recently at **Milt's Mini Mart** in Sweeny. Manager Jesse Hutchin used newspaper

advertisements and free pizza coupons to promote his Lone Star Spin promotion. Customers—old and new—showed up to win prizes and buy Lottery tickets. Said Hutchin, "The promotion was a great success! Many people who had never been to our store before are now regular customers." (210544)



Halloween Hints

Have fun with Halloween—and increase your sales. Try some of these tips and give your customers and yourself a real treat:

- Give customers a free bag of Halloween candy with the purchase of \$5 or \$10 worth of Lottery tickets.
- Give a free *Monster Cash* ticket with a \$10 purchase from your store.
- Award merchandise or Lottery ticket prizes to adult customers who dress up as a Lottery character; for example, Scratchman, the Joker, a Cash Reward desperado or one of the scary *Monster Cash* creatures.

Have fun! You'll surely see "spooktacular" results!

Lottery sales “pick up” in LaPorte!

LaPorte Jewelry and Loan goes all out to promote Lottery sales. When owner and manager C. L. Poteet built a new building to house his business, he designed a drive-up window for the convenience of his Lottery customers. The store's on-line terminal and 24 ticket dispensers are located adjacent to the window.

“The drive-up window has increased our Lottery sales by three to four times what we had before,” said Poteet. (201515)

LaPorte Jewelry and Loan also reacts to rising *Lotto Texas* jackpots by scheduling additional employees on heavy traffic days.

And, according to Poteet, “Our employees really enjoy participating in Lottery promotions.”

The store is currently offering a “jackpot bonus” consisting of either a Chevrolet S-10 pickup or two Kawasaki Jet Skis to anyone who purchases a 6-of-6 winning *Lotto Texas* ticket when the jackpot is under \$15 million. If the jackpot is higher, the winner gets both bonus prizes!

“We are committed to the Texas Lottery and look forward to selling the winning ticket, regardless of the amount,” added Poteet.



A big winner at LaPorte Jewelry and Loan could drive away with a new pickup and two jet skis.

BIG signs point the way

Keith's Custom Jewelry in Nederland is one of the state's busiest Lottery retailers—and it's easy to see why. Two large, custom-made signs direct players to the convenient drive-thru window at the store. The only items sold from the drive-thru are scratch tickets, *Lotto Texas*, *Pick 3* and *Cash 5*—and as many as three employees are assigned to the window on busy days.



Owners Keith and Brenda Landry say the drive-thru window attracts many customers who don't want to take the time to actually go into a Lottery location. They've even



seen people wearing pajamas drive up to the window at 9 o'clock in the evening to purchase Lottery tickets!

The Landrys are currently offering a new Cadillac or Lincoln as a bonus prize for anyone who buys a jackpot winning *Lotto* ticket at the store.

They also cash all winning tickets—as much as \$5,000 per week—both to attract new customers and to keep their “regulars” coming back again and again.

Now Playing!



Instant Million #31
Four chances to win.



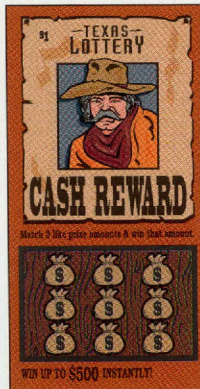
Two for the Money #37
Win twice—up to \$50,000.



Holiday Cash #22
Match 3 dollar amounts to win.



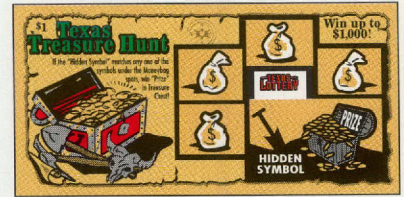
Holiday Game #40
Three games on every ticket.



Cash Reward #46
Take aim at \$500.



Texas High Card #47
Win up to two times.



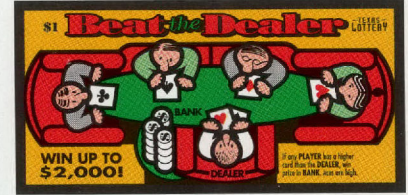
Texas Treasure Hunt #50
Dig up to \$1,000.



Weekly Grand #48
Win \$1,000 a week for 20 years.



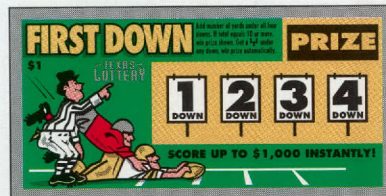
Bonus 7's #49
Win double with a bonus 7.



Beat the Dealer #51
Four chances to win.



Red Hot Cash #52
Win up to 10 times.



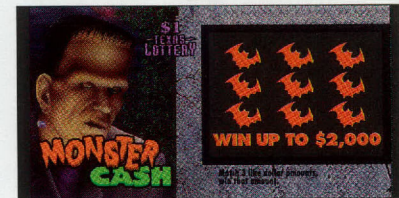
First Down #53
Score up to \$1,000.



Joker's Wild #54
Ten Grand is no joke.



Texas Twister #56
Take a spin and win up to \$500.



Monster Cash #57
A scary top prize of \$2,000.

New Games Coming Soon!



Game 58 HOLIDAY SURPRIZE on sale Nov. 1

Holiday Surprise will put your players in great spirits! With four chances to win on each ticket, and a top prize of \$4,000, *Holiday Surprise* makes a great gift. You'll even find "To" and "From" spaces for writing names on each ticket. Gift envelopes are also available. Let your customers know that *Holiday Surprise* will fit everyone on their shopping lists!



Game 59 MONEY, MOVIES & MUSIC on sale Nov. 15

A new way to win! Players can win up to \$1,000 in cash with *Money, Movies & Music*—or they can collect "Bonus Win" tickets and redeem them for videotape movies, music CDs or music cassettes. Lottery retailers will have catalogs listing the merchandise prizes, but prize distribution will be handled by an independent vendor.



Texas Bonus Card

Game 25-

Final redemption date:
October 28, 1995

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

End of Game:
October 1, 1995
Final redemption date:
March 29, 1996

Double Doubler

Game 39

End of Game:
November 1, 1995
Final redemption date:
April 29, 1996

Courtesy and cakes make a difference!

Stop N Shop in Rosenberg. (210536)

Rudy's offers a little more than the usual convenience store. In fact, the store is famous for freshly baked cakes and cookies, homemade sandwiches and barbeque. Rudy's customers appreciate the fine food—and they also value the Lottery knowledge and friendly service displayed by Rudy and his staff.

In the past couple of years, Rudy's has become known as "the place to go" for Texas Lottery tickets.

Does Rudy's approach pay off? It sure does—to the tune of more than \$16,000 a week in average Lottery sales!



Rudy Blaschke (right) and clerk Suzy Martinez.

Ask Rudy Blaschke what it takes to be successful in the convenience store business and he'll reply, "Be good to your customers." Rudy is owner of a very successful independent Texas Lottery retailer—Rudy's

Glad you asked that!

Q

I noticed that my permanent license is about to expire. What should I do?

A

The Texas Lottery mailed you an application for renewal of your permanent license several weeks before your license's expiration date. If you have not received your application for license renewal, call the Lottery Operations Division's Retailer Licensing Section at 1-800-375-6886.

Q

I was previously a permanent lottery licensee, but recently I received a provisional lottery license. Why?

A

The Lottery issued thousands of permanent licenses in 1993 and they are now expiring. To ensure that the Lottery is able to process your renewal application properly, you are being issued a 90-day provisional license. Lottery officials will contact you if they have any questions about your renewal application. Please post the provisional license until your permanent license arrives.

Q

I recently received an application for renewal for a permanent license and enclosed was a pair of fingerprint cards. Do I need to have my fingerprints taken again?

A

The Texas Lottery enclosed fingerprint cards with all renewal applications as a service to those businesses that have added officers or partners.



Texas Lottery
Commission

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