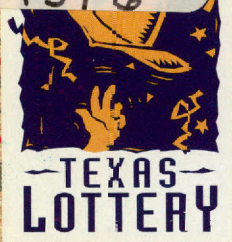


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RETAILER

June 1995

Summer Lottery Fun!

With temperatures rising, start thinking about ways to heat up your Lottery sales. Think tie-ins with seasonal merchandise and promotions to make it a great summer season for you and the Texas Lottery!



Valley retailer sells two winning jackpot tickets!

In a Texas Lottery "first," a retailer from Mission has sold two winning *Lotto Texas* jackpot tickets for the same drawing.

"I promised beginning retailer **Juan Flores** almost three years ago that if he ever sold a winning *Lotto Texas* ticket, I'd deliver his retailer bonus check—in person," said Texas Lottery Commission Executive Director **Nora Linares**.

Linares kept her word by recently presenting the business manager of **United Drive In** with two bonus checks—for \$14,831 each, totaling \$29,662—for selling two of the three winning tickets in the March 27 *Lotto Texas* drawing.

The *Lotto* winners—**Scotty and Barbara Turnbull** of **Nocona**—were presented with a GMC pickup and motor boat as bonus prizes from **United Drive In**. The Turnbuls are retirees who spend several months each winter in the Lower Rio Grande Valley.

United Drive In has consistently ranked among the top-selling Texas Lottery retailers in the state. According to Flores, the store sells an average of 35,000 *Lotto Texas* tickets per week, accounting for about half of the store's entire business!

"Presenting a check to the retailer who sells the winning ticket is a way for us to thank our retailers for helping make the Lottery such a success," Linares said.

Flores already has plans for the bonus money. He'll use it to buy a new Chevrolet or GMC Suburban to give to the next person who hits it big at either one of the two **United Drive In** stores in Mission!



Photo by Carlos Moreno, McAllen Monitor

Texas Lottery Commission Executive Director **Nora Linares** and **United Drive In** business manager **Juan Flores** share a joke during a retailer bonus check presentation at the store in Mission.

A reminder: deface those tickets!

Remember to use all 3 steps to properly deface all validated scratch tickets:

1. Punch holes through the underlined 4-digit VORN numbers.
2. Then, punch holes through the bar code, top to bottom.
3. Finally, tear these tickets into several pieces, after your daily/weekly accounting and before you throw the tickets away.

Properly defaced ticket



Improperly defaced ticket



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

- Fiesta \$1.00 Store, Houston
- 7-Eleven #404, Lubbock

Those 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 July 15, 1995.



Good Job!

Chapman's Fruit Stand in Waco received a one percent retailer's bonus of \$189,507.65 for selling a Lotto Texas jackpot-winning ticket. From left: Gene Chapman, Buddy Chapman, Lottery representative Tracy Hinson, David Chapman, Jeremiah Chapman (behind check), store owner Gloria Jean Chapman (holding check), Dorina Chapman and Joshua Chapman.



Well Done!

Another check for \$189,507.65 went to Duke Petroleum in Elm Mont. Pictured (from left), are Pat Ridings, store manager Merri Zilka, and employees Cathy Asquith (holding check), Randy Miller, Jimmie Cox and Janet Monthie.





Customers at the Longhorn Liquor promotion in Sweetwater were treated to barbecued wild boar.

below - GTECH's Dan Davis (back to camera) gives Longhorn Liquor customers a chance to win Lottery merchandise.



A
Lottery
party-
western
style!

Gov. ...ations
Texas - Sale - Documents

AUG 03 1995

Depository
Dallas Public Library

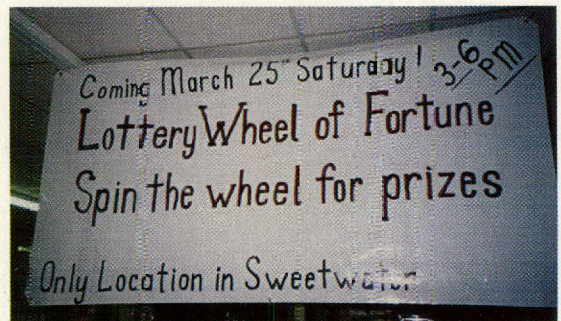
The people of Sweetwater recently showed that they really know how to throw a party. Jim Carson, owner of Longhorn Liquor, decided to go all out for his Lone Star Spin promotion — and everything had a typical West Texas flavor.

Weeks before the event, Carson began advertising in towns and communities as far as 50 miles away. While he was distributing his own flyers and posters, the local radio station was broadcasting all the activities coming up at Longhorn Liquor.

On the big day itself, the radio station broadcast live from the store. The CBS television affiliate from Abilene put the event on its 10 p.m. newscast. And, in West Texas fashion, Carson served wild boar from the barbecue pit. (Some of his competitors even came by to sample the food and congratulate Carson on the promotion.)

To show what enthusiasm and a true belief in what the Texas Lottery can do for business, Longhorn Liquor counted \$1,913 in scratch ticket sales during the two-hour promotion! (109906)

A tip of the Lottery ten-gallon hat to Jim Carson and Longhorn Liquor!



Promotions that pay off!

Need some ideas on how to spark your Lottery sales? Texas Lottery retailers continue to come up with great new ways to promote their sales of *Lotto Texas*, *Pick 3* and scratch tickets. Here's just a sample of what we're hearing from around the state:

H & E Video

H & E Video in Elsa uses promotional coupons offering a free \$1 scratch ticket to any customer who rents three videos at one time. The result? A noticeable increase in both video rentals and Lottery sales.



House of Gifts

House of Gifts in El Paso, makes gift baskets for any occasion. Since the store is also a Lottery retailer, the employees often include Lottery scratch tickets in the bouquets and baskets. Just like flowers, the tickets are bright and colorful—and they could be far more valuable!

Pronto Food Store

In Euless, Pronto Food Store owner Abid Sheikh is prepared to pay an additional \$500 to anyone who buys a 5-of-6 winning *Lotto* ticket at the store—or an extra \$100 to any customer who has an exact-order win in *Pick 3*! Abid is still waiting for his first big *Lotto* winner, but he's already seeing an increase in new customers.



Oasis

Oasis, a convenience store in Grapevine, was looking for an easy way to increase scratch ticket sales. A few simple changes did the trick. By moving the Lottery ticket dispensers to the front counter and having clerks ask for the sale, Oasis' ticket sales doubled!

Swif-T

Swif-T in Dallas pushes Lottery sales day and night. The store is prepared to give a \$150 bonus to anyone who purchases a 5-of-6 winning *Lotto Texas* ticket there. To promote *Pick 3* sales, they have a second-chance drawing of non-winning *Pick 3* tickets every Wednesday and Saturday. The lucky winner receives five instant tickets of his or her choice. Store traffic and sales are up, especially on Wednesdays and Saturdays. (114535)

Century Fuels No. 22

A positive attitude makes a big difference. Bob Thomas recently took over as manager of Century Fuels No. 22 in the small eastern Panhandle town of Wellington. The store had been selling about \$2,000 worth of scratch tickets a week. Bob always asks for the sale and keeps his customers informed about the latest Lottery news. His enthusiasm is apparently infectious, because Century Fuels' ticket sales increased to \$3,500 a week!



It's easy to increase Pick 3 sales!

"It works! It really works!"

Those happy words come from Linda Pittman, owner of Pittman's Qwik Mart in Corpus Christi. She's excited about a tremendous increase in her store's Pick 3 sales.

Several months ago, GTECH Sales Representative Steve Teinert told Linda he had an idea that was "guaranteed" to boost her store's Pick 3 volume.

Though skeptical at first, Linda decided to give the plan a try. For one month, store clerks explained Pick 3 to every customer and asked for the sale. Linda also taped several 50-cent any-order Pick 3 Quick Pick tickets to her scratch ticket dispensers and across her cash register to sell to customers. Here's what happened:

- No customer left the store without a friendly reminder of The Daily Game.
- Many customers saw the pre-printed tickets and bought them. (204812)



Pick 3 promoters (from left) employee James Pittman, store owner Linda Pittman, employee Roxanne Laurel and GTECH Sales Representative Steve Teinert increased Pick 3 sales by 50% in one month!

- Customers who didn't know how to play Pick 3 were given instructions on the spot.

And once they learned how to play the game, those customers became regular Pick 3 players.

What about Steve's "guarantee?" In just one month of trying his idea, sales of Pick 3 at Pittman's Qwik Mart shot up by 50-percent!

More Retailer Bonus Checks!

KL&B Food Store Baytown \$42,498.42	Pilot Travel No. 273 Amarillo \$107,892.55	Fuel Service Systems Sansom Park \$130,647.98	Lake Country Kwik Stop Graford \$106,448.85
Lakeside Grocery & Grill Arlington \$89,286.43	Skaggs Country Store New Boston \$89,286.43	Sav-M No. 158 Colorado City \$43,215.14	

Congratulations!

Glad you asked that!

Q
I have noticed that my Permanent Lottery license will expire soon. What should I do?

A
Permanent License renewal forms should be on their way to you 45 to 60 days before the license expires. The form must be completed and returned promptly to the Texas Lottery Commission Licensing Section before your license expires. When you receive your renewed license, please check it carefully for any discrepancies. If corrections are

needed, please notify the Licensing Section immediately. An error on your Lottery license could potentially invalidate it.

Q
I have several employees under 18. Is it legal for these young men and women to sell Lottery tickets?

A
Yes. Although it is illegal for anyone under the age of 18 to buy a Texas Lottery ticket, persons under 18 can legally sell Lottery tickets at a properly licensed location.

Q
The wand on my terminal is not reading scratch ticket barcodes. Should I contact the GTECH Hotline?

A
In some cases, dust build-up can cause the light pen to not read the scratch ticket barcodes. You can clean the wand by removing it from the housing unit and wiping it with a dry cloth or paper towel. To clean the debris from inside the housing unit, swipe the dry cloth through the scanner slot. If the wand is still unable to read barcodes, call GTECH at 1-800-458-0884 for assistance.



Pictured with Michael Hall are Dallas Claim Center specialist Lunita Hall (left) and Lottery Retail Recruiter Yvett Galvan Nava.

Vendor gets some “scratch” at Fina conference!

The Fina National Distributors Conference was held in Dallas in late March—and Texas Lottery retail recruiters were on hand to distribute information on how to become a Lottery retailer.

During the event, the Lottery spinning wheel was used to award Lottery merchandise to the participants. (116295)

Michael R. Hall of Mesquite (center) won a *Scratchman II* ticket—and that ticket turned out to be worth \$1,500!



Stop by and say “howdy” to Texas Lottery retailer recruiters at the TFIA Food Show on June 25-26 at the San Antonio Convention Center. They’ll also be at the Texas Convenience Store Trade Show on August 10—also at the San Antonio Convention Center.

New Game Coming Soon!



Game 51 Beat the Dealer on sale June 28!

The Texas Lottery's newest scratch ticket—*Beat the Dealer*—will be a hands-down winner with players. The eye-catching new game features four chances to win on each ticket, with a top prize of \$2,000! There are more than 16 million winning tickets in *Beat the Dealer*, with a total cash value of more than \$48 million!

**Retailers who
sell a top Weekly Grand
ticket will receive
a bonus of
\$10,000!**



Beat The Dealer

Game 23

Final redemption date:

September 28, 1995

Texas Bonus Card

Game 25

End of Game Notice:

May 1, 1995

Final redemption date:

October 28, 1995

(Texas Bonus Card

Game 33 is still on sale!)

Three Across Texas

Game 24

End of Game Notice:

June 1, 1995

Final redemption date:

November 28, 1995

Texas Tornadough

Game 26

End of Game Notice:

July 1, 1995

Final redemption date:

December 28, 1995

**Get their
attention
and make
the sale!**

Texas Lottery retailers are finding out every day that those who go “a step beyond” are the ones who get the most benefit from Lottery sales.

Doyle and Ruth Nethery, owners of The “Other” Stores 1 & 2 in Victoria, use their own innovative marketing techniques to attract new customers and to keep their Lottery customers coming back time and time again.

On every major holiday, Ruth displays holiday-oriented artwork which she makes from old Lottery scratch tickets. She says the pieces “really attract attention to our Lottery business.”

Both “Other” Stores hold once-a-week second chance drawings, with the winners receiving \$15 worth of Lottery tickets.

As an added attraction, each customer who presents a winning ticket for more than \$40 has his or her picture taken. The pictures are placed above the sales counters for all to see.

“Customers bring their friends in to see the pictures,” says Ruth. “Then, they and their friends buy more Lottery tickets.”

Doyle says, “You need the Lottery to draw business just like you need gasoline, milk and candy. Selling the Lottery is a must.” (114784)

And, it’s obvious that Doyle and Ruth have the knack of selling Texas Lottery tickets!

A Valentine heart made from scratch tickets gets plenty of attention at The “Other” Store.



Texas Lottery
Commission

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