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TEXAS
LOTTERY

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Twice the Fun!

They're top-notch tickets—and they should be at the top of your dispenser stack. We're talking about the Texas Lottery's \$2 scratch tickets: *The \$100,000 Game*, *Instant Million*, *Holiday Game* and *Two for the Money*.

Lottery retailers interested in making twice as much commission on each sale are actively marketing the \$2 games because they know that these games offer high prizes and exciting multiple play styles on each ticket.



Make your customers aware of the tremendous cash prizes available on the \$2 tickets. In *The \$100,000 Game*, for instance, three of the top \$100,000 prizes remained as of February 25. Players should also be told that there are 3,448 of the \$400 prizes left in that game.



The numbers are great in the other games, too. Three top prizes remain in *Instant Million*, with another 8,646 prizes of \$500

still to be found. The *Holiday Game* boasts 13

unclaimed \$25,000 prizes and another 60 \$1,000 winners, while the latest \$2 ticket—*Two for the Money*—still has 11 \$50,000 prizes outstanding and another 13,172 prizes of \$400 waiting for your lucky customers!

It's twice as smart to let your players know about the fun they'll have with \$2 tickets!



Scratch tickets don't get stale!

Unlike produce, baked goods or milk, Lottery scratch tickets have a very long shelf life, maintaining their freshness and appeal for months.

So when customers ask if a particular game has been around for a while, respond with the positive: "It's still selling well, and many prizes remain."

Use your biweekly Winning Tickets Remaining flyer to point out that thousands of cash prizes are waiting to be won in a large number of Texas Lottery scratch games. Then ask for the sale.

Also, remind your players that every pack has winning tickets. When players wonder if there are any winners left, point out that there is an equal chance of winning from the first ticket to the last.

Congratulations to the following Lottery retailers who found their Retailer ID number in the January/February issue of Retailer Update:

- EZ Mart #400, Early
- Sunrise Drive In, Mercedes
- Rivercrest Drive In, New Braunfels

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



Congratulations!

Lottery representative **Ron Wilcox** (left) presents a check for \$50,450.44 to **Janice Ammons**, manager of Circle K #8241 in Paris as the retailer's one-percent bonus for selling a jackpot-winning ticket in the January 7 Lotto Texas drawing. Also on hand for the check presentation was GTECH representative **Helen Rockwell**.



Well Done!

Celebration was the order of the day for employees of 7-Eleven No. 1602-17495 in the Dallas suburb of University Park. Lottery representative **Melissa Villaseñor-Dye** presented the Southland Corp. outlet with a one-percent bonus check for \$50,450.44. Southland officials recently began distributing 10-percent of all Lottery bonuses to store managers and employees.

Polly want a ticket?

San Antonio retailer Aslam A. Kurji, owner of Lassus Food Mart, wanted to make sure that all his customers got the good news when his on-line terminal was installed. He put up *Lotto Texas* and *Pick 3* POS, but then thought, "What else can I do?"



Kurji hit upon a unique solution. He purchased a mechanical talking parrot that can be programmed to speak whenever a customer talks to the clerk behind the counter.

Kurji says quite a few customers have been surprised when the multi-colored bird croaks out, "We now have *Lotto* and the jackpot is \$40 million!" (116389)

Kurji says the big-mouthed bird is doing its job—that many of his customers are prompted to buy Lottery products in response to the parrot's "gentle reminder."

Plaques Mark the "Place to Win"

It makes a real difference when you publicize your store not just as the place to play, but as the place to win. Every winner is a great advertisement for your store, and just as every player hopes to win "the big one", every retailer wants to be the one to sell the winning ticket. Our lucky retailers who have sold winning *Lotto Texas* jackpot tickets know that players are drawn to their stores even more after the event. Who wouldn't want to shop at the store that has made someone a millionaire?! (112392)

As a congratulatory souvenir for these special retailers, the Texas Lottery designed a handsome wall plaque. In March, we began distributing an initial production of the plaques to some of the 150-plus retailers who have sold winning *Lotto Texas* jackpot tickets since start-up. The plaques, which display the color *Lotto* logo, winner name, store name, date of drawing and total jackpot amount, are one more way to remind players and clerks that the next *Lotto* winner could be in your store right now. In addition to the one-percent bonus check and the media coverage, all future retailers who sell winning *Lotto* jackpot tickets will also receive a plaque to commemorate the occasion.

Congratulations once again to these retailers, and good luck to all of you — you could be next!



Top Lottery Retailers of 1994

Abilene District

Dan's Red River Phillips 66—Burkburnett
Taylor Petroleum #405—Burkburnett
Rodgers Grocery—Petrolia
Preston #10—Burkburnett
Snappy Stop, Inc.—Burkburnett
The Food Barn—Wichita Falls
Joe's Grocery & Ice—San Angelo
Dollar Saver #517—Wichita Falls
JJ's Fast Stop #260—Wichita Falls
Circle K #3811—Graham

Austin District

Holiday Grocery—Elgin
Melvin's 19th Street Drive In—Waco
7-Eleven #1665-27860—Killeen
Dutch's Double Kwik—Rockdale
Engelmann Quick Stop—Caldwell
Circle K #3450—Copperas Cove
Del Valle Drive In Grocery—Del Valle
7-Eleven #1662-26192—Austin
Mike's Grocery—Bryan
Circle K #3238—West Lake Hills

El Paso District

PDQ Drive In Grocery—Anthony
State Line Bar—Orla
Good Time Store #34—Anthony
La Feria Shur Save—Anthony
Big Diamond #1373—El Paso
Circle K #1641—Anthony
Melek Service Center—El Paso
Mr. Dollar—El Paso
Crossroads Shamrock—El Paso
Howdy's Food Mart—El Paso

Houston District

White's Northway Chevron—Orange
Fiesta Mart #18—Houston
Melbo's—Livingston
The Vice Stop—Baytown
Fiesta Mart #17—Houston
Fiesta Mart #14—Houston
Fiesta Mart #2—Houston
Fiesta Mart #11—Houston
Kroger #268—Sugar Land
Rudy's Stop & Shop—Rosenberg

Irving District

Shop N Go—Dallas
Hilltop Service—Gainesville
Golden's "1" Stop—Gordonville
7-Eleven #1611-24415—Dallas
7-Eleven #1602-12193—Dallas
S-Mart Grocery, Inc.—Cedar Hill
Chuck's Grocery—Arlington
7-Eleven #1602-27528—Carrollton
Seven Twelve Food Store—Duncanville
7-Eleven #1602-23989—Dallas

Lubbock District

Hester Oil-Northside—Seminole
Hughes Auto Parts—Farwell
Jackie's Exxon—Seminole
Allsup's #20—Farwell



Riley's Longhorn Texaco—Shamrock
Perk's Convenience Store—Higgins
7-Eleven #415—Lubbock
7-Eleven #411—Lubbock
Allsup's #119—Plains
Andrade's Store & RV Park—Texline

McAllen District

Town and Country No. 1—McAllen
United Drive In—Mission
El Centro Foods #1—Brownsville

Quick Pic Food Store—Laredo
International Money—Laredo
Circle K #8579—Brownsville
F. W. Woolworth Co. #1629—McAllen
Mercedes Conoco—Mercedes
Circle K #3679—Laredo
King Mart Foods—Brownsville

San Antonio District

Lucky's Food Mart—San Antonio
Mr. D's Convenience Store—Boerne
Albertson's #4016—San Antonio
Shoppers Mart—San Antonio
Stop N Go #1601—San Antonio
Albertson's #4025—San Antonio
Calaveras #4—San Antonio
Albertson's #4013—San Antonio
Quix #466—San Antonio
Stop N Go #2114—Converse

Tyler District

Hamiter's Chevron—Waskom
Road Runner #2805—Texarkana
Express Shop—Waskom
Shell Mart #3—Waskom
Tank & Tote #8—Waskom
Skinner's Superette—Longview
Loretta's Hair—Clarksville
Mr. D's—Palestine
M B Food Store—Lufkin
Sam's Grocery—Milam

Victoria District

Circle K #0097—Hallettsville
Maverick Market #132—Corpus Christi
Pittman's Qwik Mart—Corpus Christi
Fast Stop #1—Refugio
Albertson's #4021—Victoria
7-Eleven #52134—Corpus Christi
Adrian's Drive In Grocery—Alice
7-Eleven #52131—Corpus Christi
Maverick Market #96—Corpus Christi
7-Eleven #52108—Corpus Christi

*(Based on Lottery sales volume
from Jan. 1 - Dec. 31, 1994)*

You don't have to be a great detective to uncover the mystery of increasing your sales. You've seen the technique in fast-food restaurants: you order a cheeseburger and the cashier pipes up, "Would you like some french fries with that?"

It's called an "add-on," and experts agree that the add-on sales technique can easily jump start your Lottery sales. Here are a few suggestions aimed at getting that "extra" Lottery purchase:

- Ask customers if they would like their change in Lottery tickets.
- Ask customers if they would like to "round up" their purchase by buying a Lottery ticket.
- Encourage your regular customers to "treat" themselves or friends and family to a ticket for birthdays, anniversaries or promotions. (202223)
- Promote your winners—and let customers know that "you could be next!"

Why ask for the sale? Because it works! Outdoor and indoor signage, advertising and POS materials all play substantial roles in spreading the Lottery message—but the fact remains that YOU are the single, most important Lottery salesperson.

JUST ASK... and increase your sales!



Retailers are winners, too!

Here's a number you might not know—and it's a big one! From the startup of the Texas Lottery through December 31, 1994, Lottery retailers across the state had earned more than \$305 million in commissions for the sale of Lottery products!

In addition, those retailers who sold *Lotto Texas* jackpot tickets or top *Instant Million* scratch tickets have collected one-percent bonuses totaling more than \$10 million!

Congratulations to all Lottery retailers who keep on winning with the Game of Texas!

Glad you asked that!

Q How can I make sure my terminal is functioning properly after I've performed routine maintenance on it?

A If you have opened the terminal lid for any reason, such as changing the paper or replacing the ribbon, press the **SPECIAL FUNCTION** key and select 01 after closing the lid. You will then receive a test ticket and the terminal screen will display "Function completed." You will then be able to continue with Lottery transactions.

Q I have a number of new employees at my store. How can I make sure that they are up to date on Lottery procedures?

A Your Sales Representative will be more than happy to schedule in-store training for your new employees. Work with your Sales Rep to come up with a mutually convenient time for a training session. For those employees who can't personally attend a training session, training videos are available.

Ooops!!

In the March issue of Retailer Update, we left the mistaken impression that the IRS only collects income tax on Lottery winnings of \$599 and up. That's not true. The federal government requires that you declare ALL sources of income, including ALL Lottery winnings. We apologize for the error.



Big sign equals big business

Tony Petkas, owner of A & P Pawn & Jewelry on the popular Westheimer "strip" in Houston, wanted to draw attention to his status as a Texas Lottery retailer.

He did so in a big way, with a bright yellow sign measuring approximately 3 feet by 12 feet that is plainly visible from the heavily-traveled street. The sign, says Petkas, really brings in the customers, especially on Wednesday and Saturday evenings before the twice-weekly *Lotto Texas* drawings.

Scratch Game Coming Soon

\$2 WEEKLY GRAND

GAME 1
 YOUR NUMBER vs THEIR NUMBER for PRIZE

IF YOUR NUMBER beats THEIR NUMBER in any one row across, win prize for that row. Win GRAND and win \$1,000 per week for 20 years.

GAME 2
 Match 3 like prize amounts and win that prize. Get 3 GRAND symbols & win \$1,000 per week for 20 years.

GAME 3
 Scratch off QUICK \$20. Match 2 like symbols & win \$20 instantly!

WIN UP TO 3 TIMES!

QUICK \$20

YOU COULD WIN \$1,000 PER WEEK FOR 20 YEARS!

Win for 20 Years!

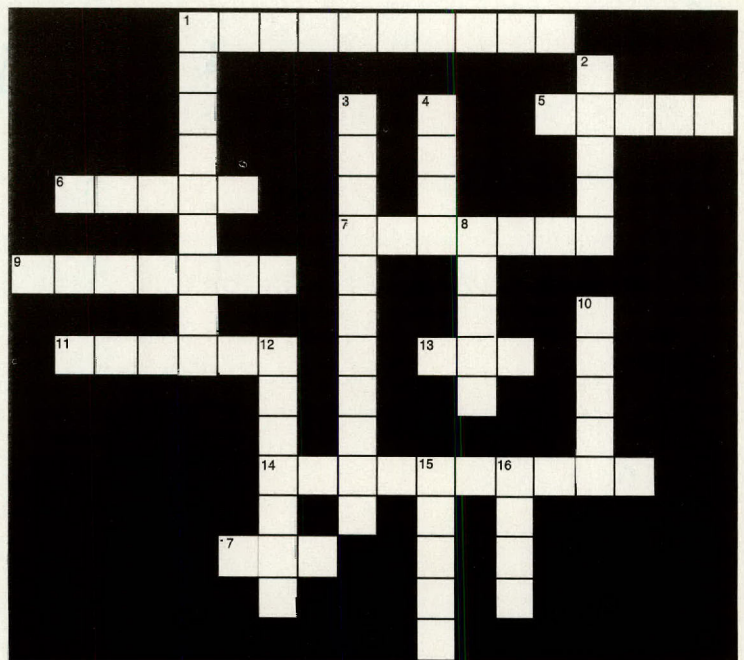
Going on sale May 4 is one of the Texas Lottery's most exciting games ever—*Weekly Grand!* This \$2 scratch ticket contains 3 fun-to-play games, with a top prize of \$1,000 a week for 20 years! Players win the dollar amount in the prize box in Game 1 if “your number” beats “their number.” In Game 2, players match 3 of 6 dollar amounts and win that prize—or match 3 “Grands” and get the top prize. Game 3 has a new feature—match two like symbols and win an instant \$20.

Across:

1. Texas wild flower featured in popular scratch game
5. Semi-weekly ____ Texas drawing
6. Ho! Ho! Dough! *Holiday* ____
7. Started May 29, 1992
9. Name of scratch game that's opposite of cold bucks
11. ____ to ride
13. *Cactus Cash* returned in what month?
14. Lottery Superhero
17. ____ *Tac Dough*

Down:

1. Twenty-one
2. *Two for the* ____
3. Lotto winner
4. ____ *the Dealer*
8. Lone Star State
10. *Moolah* ____
12. Texas dance
15. ____ *Across Texas*
16. ____ *Roller*



(257802) Answers will appear in next month's issue!



Beat The Dealer

End of Game Notice:

April 1, 1995

Final redemption date:

September 28, 1995



Texas Bonus Card

End of Game Notice:

May 1, 1995

Final redemption date:

October 28, 1995

Pick 3 sales boom in Karnes County!

Victoria Sales Representative Pam Knebel kicked off a major *Pick 3* campaign in this rural South Texas county several months ago—and it has really paid off! (307414)

First, Pam met with all 13 Lottery retailers and their employees in the county to make sure that everyone understood the Daily Game. Second, she gave helpful hints on how to sell *Pick 3*. One suggestion: market the *Pick 3* game like scratch tickets. Retailers would pull up several 50-cent any-order Quick Picks and sell them right from the cash register. Third, Pam challenged every retailer in the county to reach a weekly *Pick 3* goal—and posted those goals on each store's on-line terminal.

"The stores weren't competing against each other," says Pam, "but they really went all out to reach their *Pick 3* sales goals each week."

And did they ever! During the eight weeks of the contest, *Pick 3* sales in Karnes County went from 2 percent of the Victoria District's total sales to 3 percent.

That trend continues, says District Sales Manager Al Ledesma: "By the end of January, Karnes County was accounting for 4.8 percent of our District sales."

It's a great example of how that "extra push" always leads to higher Lottery sales.



Employees of JR's Convenience Store give thumbs up to Pick 3.



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