



FEDERAL RESERVE BANK
OF DALLAS

HELEN E. HOLCOMB
FIRST VICE PRESIDENT AND
CHIEF OPERATING OFFICER

DALLAS, TEXAS
75265-5906

January 18, 2000

Notice 2000-06

TO: The Chief Operating Officer of each
financial institution and others concerned
in the Eleventh Federal Reserve District

SUBJECT

New Golden Dollar Coin

DETAILS

You may be aware of the upcoming introduction of the U.S. Golden Dollar Coin by the U.S. Treasury. The new coin is easily distinguishable from the Susan B. Anthony (SBA) dollar by its golden color and smooth edges. Moreover, the Golden Dollar has the same electromagnetic signature, size, and weight as the SBA dollar, so it will be accepted by existing coin changers.

The U.S. Mint has been given the unprecedented challenge of promoting acceptance of the coin by retailers and the public for commercial transactions. To accomplish this goal, the Mint has launched aggressive promotional efforts and consumer awareness and educational campaigns. The Mint has entered several corporate partnerships with retailers to promote use of the coin and to get the coins into circulation quickly. These partnerships will begin in January with promotions by General Mills (in Cheerios boxes) and Wal-Mart.

The Federal Reserve and the banking system originally planned to begin circulating the new dollar coin in March. However, based on the Mint's decision to give retailers early access, the Federal Reserve will attempt to supply the dollar coin to depository financial institutions in late January, when Wal-Mart will have the coin. Unfortunately, this means the Federal Reserve will not have a large inventory of the new coin to meet initial orders. To help us estimate the demand for the Golden Dollar Coins, we request that you place orders with your local

Federal Reserve office for the coins by **Friday, January 21, 2000**. Initially, consumer demand is expected to be high, and the Reserve Banks may not be able to completely satisfy your order. Orders that cannot be fully met will be shipped as quickly as possible.

The Mint will deliver the coin to the Federal Reserve in bags containing 2000 coins. Since the Federal Reserve's automated ordering systems cannot distinguish between dollar coin variations, special procedures will be required for ordering Golden Dollar Coins during the initial rollout period. After the Golden Dollar is introduced into circulation, both depository institutions and the Federal Reserve will commingle SBAs and Golden Dollars.

MORE INFORMATION

For procedures on ordering Golden Dollar Coins, please contact the Cash Customer Service unit, (214) 922-6813, at the Dallas Office; Dieter Stanchos, (915) 521-8265, at the El Paso Branch; Marilyn Snider, (713) 652-1521, at the Houston Branch; or Mario Garcia, (210) 978-1300, at the San Antonio Branch.

For more information on the Golden Dollar, please visit the Mint's web site at the following Internet address: <http://www.usmint.gov>

For additional copies of this Bank's notice, contact the Public Affairs Department at (214) 922-5254 or access our web site at <http://www.dallasfed.org/banking/notices/index.html> and select the link for "District Notices."

Sincerely,

A handwritten signature in cursive script that reads "Helen E. Holcomb". The signature is written in black ink and is positioned below the word "Sincerely,".