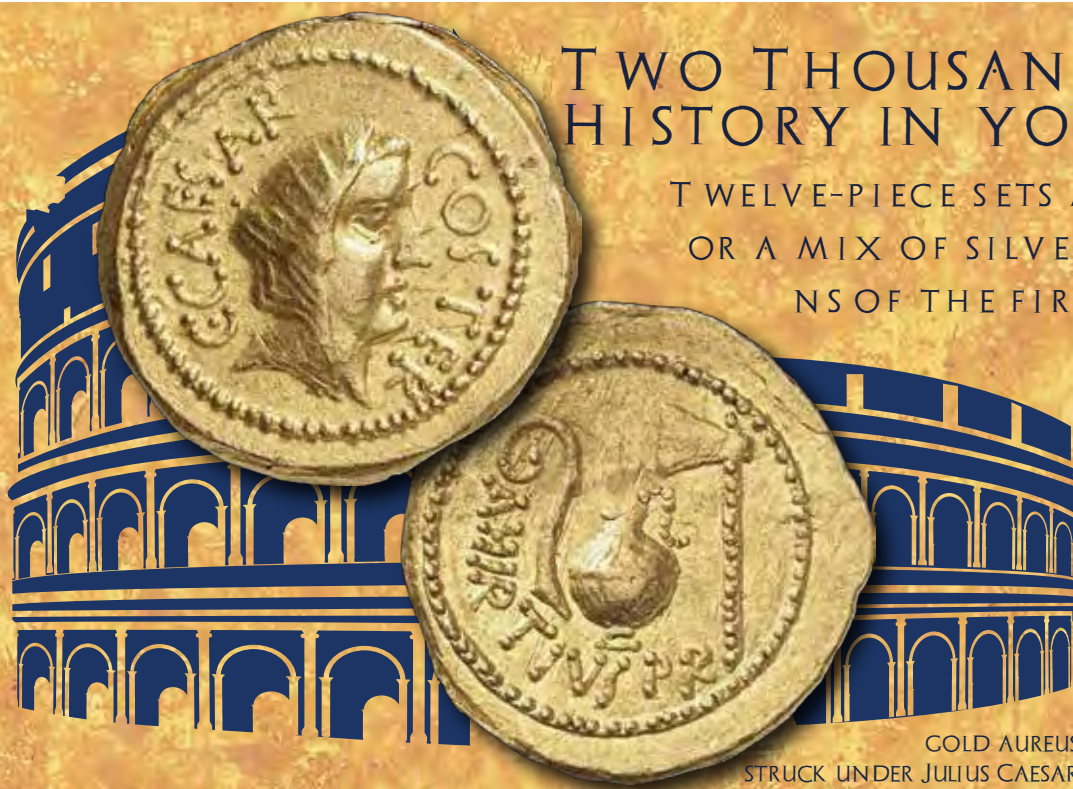


ANCIENT COINS OF ROME

THE "TWELVE CAESARS" COLLECTION



TWO THOUSAND YEARS OF
HISTORY IN YOUR HANDS!

TWELVE-PIECE SETS AVAILABLE IN GOLD
OR A MIX OF SILVER AND BRONZE COI
NS OF THE FIRST TWELVE CAESARS

OF THE ANCIENT
ROMAN EMPIRE.
ALL ARE
PROFESSIONALLY
GRADED BY
NGC.

GOLD AUREUS
STRUCK UNDER JULIUS CAESAR

In all great civilizations, ideas are born from strife and heartache. In ancient Rome, rivaling philosophies led to civil wars, political and military conquests, and assassinations that resulted in one of the greatest empires the world has ever seen.

Famed Roman citizen and historian Suetonius's famous work, *De Vita Caesarum*, or *The Twelve Caesars*, chronicles the biographies of the Roman Empire's first twelve Caesars, capturing forever the lives of the founding men who began an empire that reigned over a golden age of human civilization.

From narcissistic to sadistic, from humble to kind, their legacies live on today. Now there is an opportunity to own tangible artifacts direct from their golden age. Much of what we know about our world and its origins is because of coinage, and there is truly no better way to begin your collection than with the Twelve Caesars.



FINEST KNOWN
EXQUISITE HISTORIC RARITIES

Dear Friend,

As a professional numismatist, I have been studying and collecting rare coins of all types for decades, but ancient coins – specifically those from the early Roman Empire – are especially near and dear to my heart.

There's a good reason for this: These coins are exceedingly rare, particularly those in investment grade condition . . . *AND* . . . they have had an outstanding track record of not only maintaining value over the years, but steadily *increasing* in value over time. In fact, selected rare coins from early Roman times have increased in value no less than five-fold, just in the last decade alone!



In addition, coins from the Roman empire have great historical significance . . . each is a time capsule exposing the political, social and financial landscape of the time of the great Caesars of Rome. Holding one of these rare pieces of history in your hands is a delight, every one a wonder to behold. So it should be no surprise that these ancient rarities have exploded in popularity in recent years, and now represent what I believe to be one of the greatest opportunities in all of numismatics today.

In fact, I feel so strongly about the bright future of these ancient Roman coins that I have issued one of my very rare "Red Alert Buy Signals" for acquiring a very special group of ancient Roman coins – those hand-struck during the time of the "Twelve Caesars" . . . the nearly 150-year period from 49 BC through 96 AD . . . running from the reign of Julius Caesar all the way through the reign of Domitian, the last of the Flavian emperors.

For astute collectors and investors who strive for strategic wealth diversification and solid portfolio growth, I believe the opportunity in these ancient Roman rarities is exceptional, especially now that one of the world's leading third-party grading and certification firms – Numismatic Guaranty Corporation (NGC) – has entered the picture and is now providing both buyers and sellers with an incomparable level of confidence and protection in the ancient rarities marketplace.

This is sure to increase the popularity of – not to mention the demand for – these extraordinary and exceedingly rare pieces of ancient Roman history. As a result, I expect to see these coins grow in value by many multiples of what they can be acquired for today . . . IF you take the time and effort to choose the right coins, in the right condition, and at the right price.

On the following pages, you will discover the "best-of-the-best" in ancient Roman coins. Obviously, we cannot possibly show in this brochure all of the exceptional coins we currently have in our vast inventory . . . and, of course, we add new coins regularly.

So I encourage you to contact one of our knowledgeable Account Representatives to discuss your specific acquisition objectives, interests and needs. And please remember, if you are considering selling your ancient rarities, contact Finest Known now . . . we want to make you an offer!

Thank you . . . we stand ready, willing and able to work with and for you.

Adam J. Crum
President

THE SETS

THE "TWELVE CAESARS" GOLD AUREUS LEGACY COLLECTION SET

- 99% Pure Gold
- Stories and Lives Portrayed on Money
- 2,000 Years of Historical Significance
- Professionally Graded and Certified by NGC



THE "TWELVE CAESARS" BRONZE & SILVER COLLECTION SET

- The Ultimate Collector's Set
- Hand-Picked for Condition, Rarity and Value
- Real Money – Used Daily by Roman Citizens 2,000 Years Ago
- Professionally Graded and Certified by NGC



The King of Diamonds. The Rise of an Empire.

By middle school most children have heard the name Julius Caesar. The self-proclaimed Dictator had ideas well ahead of his time, and much of what he did and did not do is the foundation for the way societies are run to this day. He rose to power quickly and extended the reach of the Roman world. At a time when armies were paid primarily in gold and land, he amassed one of the most loyal and successful armies the world had ever seen. Some feared his immense popularity and king-like behavior would eventually make him too powerful, and they feared for the good of Rome. A plot was hatched by a group of angry Senators, led by Cassius and Brutus, to assassinate Julius. The plot was famously successful on the "Ides of March" – March 15, 44 BC. Civil war ensued, and the rulers who followed Julius Caesar forever shaped the course of Rome and western civilization as we know it. Julius Caesar was the first Roman Emperor to be deified as a God. The King of Diamonds in a deck of playing cards symbolizes him. The month of July is also named for him. Because of Julius Caesar's fame, his coins are always in high demand. His coppers are rare, and though his silver is available, they are challenging in high grade. His gold is extremely difficult to find, and owning an example is one of the most prestigious accomplishments for a collector of history.

Julius Caesar Creates Standardized Gold Aureus



GOLD AUREUS

- More Than 99% Pure Gold
- Julius Caesar Minted Gold Aureus Coins in Large Quantities
- He Also Standardized the Weight at 8 grams

SILVER DENARIUS

- Pure Silver Coins Used in Daily Commerce
- 25 Silver Denarius Coins Had the Same Value as 1 Gold Aureus
- Graded and Certified by NGC



“Have I played the part well? Then, applaud as I exit.”

Such were the dying words of Emperor Augustus as he lay dying in 14 AD after ruling over one of the most peaceful and stable periods in Roman history, in contrast to the period of civil war after Julius Caesar's assassination. Augustus: "Inspiring reverence or admiration, of supreme dignity or grandeur." He was quite productive in expanding the Roman Empire and strengthening its political infrastructure. He developed a number of important public works, including a standing army, a police force, a courier system, a fire department and an improved network of roads. Today the month of August is named after him. Augustus struck coins in abundance, yet few have survived in high grade. As it is impossible to understand politics without understanding Augustus, the coins of his empire are routinely collected and summarily very hard to find. A number of design types were produced under his rule, inspiring collectors to find them all.

GOLD AUREUS

- Several Design Types of Aureus Coins Exist From the Rule of Augustus
- Peace and Prosperity Reigned Under Augustus' Rule
- Very Challenging in High Grades

SILVER DENARIUS

- Abundant Design Types Exist From Many Regions
- Quality Specimens Exist for Collectors to Enjoy
- Collectors Should Pursue Problem-Free Coins



GOLD AUREUS

- Circulated at the Time of Christ's Crucifixion
- Problem-Free Specimens Are Difficult to Locate
- Popular with Collectors for Many Reasons



SILVER DENARIUS

- Believed to Be the "Tribute Penny" referred to in the Bible
- Abundant Mintages with Several Different Design Types
- Historically Significant with Western Civilization



Ruler in the Time of Christ and His Crucifixion.

Tiberius was the stepson of Augustus and was known as a dark and reclusive ruler. He is most famous for reigning during the time of Christ's crucifixion. He is known for his conservative growth of the Empire, generally avoiding smaller military confrontations with neighboring tyrants. The coinage of Tiberius has become synonymous with the Bible, as it is believed by many that the silver denarius of Tiberius, The Biblical Tribute Penny, was the motivation for the "Render unto Caesar..." speech from the King James version of the Gospel. Tiberius struck relatively few portrait bronzes, but issued silver and gold in large quantities. In 37 AD he fell ill and, at word that he wasn't dying fast enough, it is believed by some that he was finished off by Caligula. Crowds are reported to have rejoiced at word of his death. Demand is fueled by his notoriety as an emperor, as well as because more than two billion Christians around the world are at least somewhat familiar with his reign during the time of Christ.

GOLD AUREUS

- Exceedingly Rare in Any Condition
- Challenging for Even the Most Advanced Collector
- A Cornerstone to Any 12-Piece Set of Gold Caesars

BRONZE AS

- Bronze Coins of Caligula Are Exceedingly Rare
- Acquisition of Any Type Are Challenging
- Problem-Free Coins Are Highly Desirable



An Unquenchable Thirst for Power and the First Living God.

Caligula was the great-nephew of Tiberius and is believed by some to have even finished off Tiberius while he was on his deathbed, although it's often refuted that he couldn't follow through with it. The first six months of his reign was uneventful and moderate, but his ego quickly took hold and an unquenchable thirst for power and excessive personal pleasures ensued. Although claiming oneself as a God was generally frowned upon by anyone in power, Caligula became so infatuated with himself that he forced many to worship him as a living God. He was ultimately assassinated by the Praetorian Guard and a group of Senators. Caligula's coins are exceedingly rare and are always in high demand. In fact, it is the major stumbling block for most collectors in assembling this set and are seldom made available.



He Came. He Saw. He Conquered.

Claudius was nephew to Caligula and was widely thought to have been involved in a broad conspiracy to murder Caligula since he left the scene of the crime just before it began. However, after Caligula's wife and daughter were murdered he knew the conspirators were after him as well. He began the largest expansion of the Empire since the time of Augustus and began the conquest of the British Isles. Historical accounts depict him as a well-rounded Emperor. His public works, military efforts, and presence at public trials trump the accounts of some historians of the bloodthirsty and cruel Gladiator patron. Ambiguity about his death remains. Some historians believe he was poisoned while others believe he died of old age. Much like Caligula, the coins of Claudius are always in demand. His silver and gold coins are rare and hard to find; thus, most buyers seek portrait bronzes for their collection.

GOLD AUREUS

- Gold Aureus, Like Silver Denarius, are Exceedingly Rare
- High-Grade Specimens Are Prized by Collectors
- Rarity of Problem-Free Coins Provides for Tremendous Price Support

BRONZE AS

- Due to Extreme Rarity of Silver Coins of Claudius, Bronze Coins Are Highly Sought
- Problem-Free Coins Are Highly-Prized and Extremely Challenging
- Many Design Types, Attractive to Collectors



Did He Burn Rome to the Ground? A Tyrant Known for His Unmatched Cruelty and Extravagance.

The legend of Nero playing the fiddle during the burning of Rome is refuted historically, given the fiddle did not exist in his era, but it is a great metaphor for many Romans' belief that he caused the "Great Fire of Rome" that brought the city to its knees in order to clear land for his planned palace, the Domus Aurea. The adopted son of Claudius, he is known for his unmatched cruelty, often having Christians dipped in oil and having them burned alive in his garden for light in the dark hours of the night. He began the First Jewish-Roman War that ultimately destroyed the Second Temple of Jerusalem. His suicide in 68 AD plunged the Empire into a dark period known as the "Year of the Four Emperors." Nero was extremely narcissistic and had his coinage struck widely throughout the empire, making copper, silver and gold coins of his reign among the most available of the "Twelve Caesars." Even so, they are always in high demand due to his infamy.

GOLD AUREUS

- The Gold Aureus Sees First Devaluation to 7.3 grams Under Nero
- Abundant Quantities Exist, Providing High-Quality Specimens
- Popular with Collectors, Providing Tremendous Price Support

SILVER DENARIUS

- Minted In Abundance During His Reign
- Collectors Can Be Selective Due to Abundance of Issues
- Many Interesting Design Types Creating an Opportunity to Build Sets



GOLD AUREUS

- Gold Aureus Coins of Galba Are Exceedingly Rare
- Locating a Problem-Free Specimen Is a Major Undertaking
- Problem-Free Coins in VF or Better Is Considered Investment-Grade



SILVER DENARIUS

- Silver Denarius Coins Are Located with Relative Ease Compared to Bronze
- Collectors Should Seek XF or Better for Silver Coins of Galba
- Bronze Coins of Galba Are Highly-Prized by Collectors



The First Emperor of the “Year of the Four Emperors”

The “Year of the Four Emperors” was actually a time lasting from early 68 AD to late 69 AD, and Galba was the first Emperor during this time of civil war. Although he had good intentions to restore state finances, the way he went about doing it enraged the populace and he was assassinated in 69 AD by the bribed Praetorian Guards at the request of Otho, who succeeded him. He was a man of great wealth and was unconnected by birth with any of the Caesars. He was prophesied as early as the time of Augustus to be a man of future eminence in the Empire. Only ruling for seven months, he issued many coins. You can find his silver denarius coins with little difficulty, but collectors know his bronze and gold examples are a prize.

GOLD AUREUS

- Gold Aureus Coins of Otho Are exceedingly Rare
- Any Quality of Gold Aureus of Otho is a Major Prize
- Collectors Should Remain Patient; Problem-Free Specimens Should Be Sought



SILVER DENARIUS

- Possibly the Scarcest of All Silver Denarius Coins of the “Twelve Caesars”
- Choice VF or Better Is Considered Investment-Grade
- No Bronze Coins Were Struck by Otho



“It is far more just to perish one for all, than many for one.”

Otho spoke these words to his army before retiring to his study the night before he committed suicide by stabbing himself with a dagger. This is a takeaway from other emperors who were too narcissistic to have done such a thing, caring about themselves more than their people. Otho is a complex figure that history has placed in a kinder light after his death. His initial rise to power was by capitalizing on Galba's refusal to honor his offer to pay the Praetorian Guards with gold, which led to Galba's assassination. As with Galba, the coinage of Otho presents a sincere challenge to the astute collector, and all coins issued in his name are in very high demand. This civil war emperor struck no Imperial bronzes, so collectors must be satisfied with either a silver denarius or a gold aureus. His denarii are quite scarce, and his aurei are extremely difficult to find. He served for just three months as the second emperor of the “Year of the Four Emperors.”



“Yet I was once your Emperor.” The Drunken Glutton Who Lost His Head.

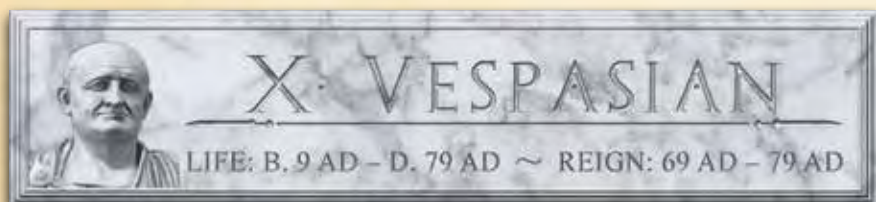
Vitellius served for eight months as the third emperor of the “Year of the Four Emperors.” His rise from politician and army commander to Emperor was swift, given the rash and unstable state of Rome in civil war. Known as an extravagant glutton, under his rule Rome became the bizarre scene of excessive violence in the streets and lavish feasts. While in the act of submitting his resignation as Emperor, he was murdered by Vespasian’s troops and his head was paraded around Rome. His last words were, “Yet I was once your Emperor.” Vitellius managed to produce a sizable coinage in a short period. Additionally, he resumed the striking of bronzes. Though available, his coins are difficult to find in high grade.

GOLD AUREUS

- Vitellius Struck Abundant Coins in His Short Reign
- Graded Choice XF or Better Gold Aureus Are Considered Investment-Quality
- Very Difficult to Locate with Problem-Free Surfaces or Edges

SILVER DENARIUS

- Finding High-Quality Vitellius Silver Denarius Coins Is Very Challenging
- Coins from the “Year of the Four Emperors” Are Highly-Prized as Sets
- Vitellius Resumed Minting of Bronze Coins and They Are Highly-Prized



The Founder of the Flavian Dynasty, Ended the Civil War and Brought About a Time of Peace for 27 Years.

He hailed from an equestrian family with political ties. As a military commander, he had immense success during the First Jewish-Roman War and in Britain. He was responsible for several important architectural projects, most notably the beginning of construction on the Roman Colosseum (also called the Flavian Amphitheater), as Vespasian had a love for gladiatorial games. Coins struck during his reign served as propaganda throughout the Empire, depicting images of military victory and peace. He died of intestinal illness after a long and successful career as Emperor. In the process of restoring prosperity to the Empire, Vespasian struck a great many coins in gold, silver and copper. We are fortunate that excellent examples can be acquired at relatively modest prices.

GOLD AUREUS

- A Very Popular Emperor Whose Coins Are Highly-Prized
- Minted in Large Quantities with Many Interesting Design Types
- Can Be Located in High-Quality Making Them Highly-Prized by Collectors

SILVER DENARIUS

- A Time of Prosperity and Peace Paved the Way to Large Quantities of Silver Denarius Coins
- Vespasian Used Designs to Spread His Propaganda with Interesting Design Types
- Copper Coins of Vespasian Are Highly-Prized by Collectors



GOLD AUREUS

- Gold Aureus Coins of Titus Are Highly-Prized and Can Be Acquired for a Reasonable Price
- Locating Problem-Free Coins in XF or Better Is a Challenge for Any Collector
- Titus' Accomplishments Are Recognized by Collectors Around the World



SILVER DENARIUS

- Like the Gold Coins of Titus, Silver Denarius Coins Can Be Acquired Reasonably
- Collectors Should Seek Choice VF or Better Coins
- Copper Coins of Titus Are Also Highly-Prized and Can Be More Challenging



The First Son of a 'Twelve Caesar.' He Completed the Roman Colosseum, a Seventh Wonder of the World.

In 2007 a new list of the "Seven Wonders of the World" was created, adding the Colosseum in Rome to the list for the first time. Begun under his father, the Colosseum was completed under Titus. This landmark tells the story of the days of the gladiator and is frequented by millions of visitors annually. It is today one of the most iconic global landmarks and the grand symbol of ancient Rome. Titus was the son of Vespasian and was the first son of a "Twelve Caesar" to rule. As the second emperor of the Flavian Dynasty, Titus gained immense notoriety as a military commander serving under his father in the First Jewish-Roman War. After ruling for just two short years, Titus fell ill and died, ostensibly of natural causes. Despite his short reign as emperor, Titus struck many coins as Caesar under his father, which makes it possible to acquire a gold, silver or copper coin of this good-natured emperor at a reasonable price.

GOLD AUREUS

- Problem-Free Examples of Gold Aureus Coins Minted Under Domitian Are Quite Challenging
- Coins Graded Choice XF or Better Are Exceedingly Rare
- Often the Example That Launches a Collector's Desire to Build a "Twelve Caesar" Set of Gold



SILVER DENARIUS

- Silver Denarius Coins from Domitian Provide a Collector a Great Value in Ancient World Coinage
- Choice XF, or Better, Exhibiting a Good Strike and Centered Design Is Desired
- Copper Coins of Domitian Are Highly-Prized, Especially in XF or Better



Paranoid Younger Brother of Titus and Last of the Flavian Emperors.

He restored the economy by revaluing Roman coinage, rebuilding the city of Rome, and fortifying the border defenses of the Empire. He felt immense envy towards his older brother, Titus, and had a great desire to conquer Germany in an effort to achieve military fame, as in the end Titus had received all the glory for the successes in Judea. Domitian became deeply paranoid after learning of an astrological prediction about his death at "approximately noon," and would become extremely reclusive around this time each day. He is said to have had a dream just days before his assassination in which the goddess Minerva came to him and told him she could no longer protect him. Of all the "Twelve Caesars" coinage, those of Domitian are the most readily available. His silver denarius coins represent the best value; nice examples of his gold and copper coins are surprisingly hard to find.

The Historical Significance of the Roman Gold Aureus

The gold coins of ancient Rome within the pages of this booklet are known as “Aureus” coins. Their size is about the same as a modern day Jefferson Nickel. In ancient Rome they were the same size as a silver denarius, a coin which was widely used in everyday commerce by average Roman citizens. The gold aureus coins were valued at 25 silver denarii and were struck infrequently before the time of Julius Caesar, and were primarily used to make large payments for loyalty from captured loot from conquered territories.

However, with Julius’ rapid ascent to power and popularity the coins were struck in larger quantities, and undoubtedly, helped Julius Caesar amass one of the most powerful and loyal armies the world has ever known. There is little doubt the prosperity and reach of Rome can be directly related to the large minting of gold aureus coins from the 1st century BC to the beginning of the 4th century AD. However, by the 4th century AD the aureus had undergone significant devaluations by way of the reduction of weight in gold content. It was eventually replaced by the gold solidus in the 4th century AD.

Standardized weights of the aureus were established by Julius Caesar. This brilliant standardization helped create a more stable and trusted trade among the first Caesar’s expanding empire. The standardized weight set by Julius Caesar was about 8 grams of more than 99% pure gold. Interestingly, as the empire declined over the next four centuries, so did the weight or real value of the gold aureus.

The weight of the aureus was decreased to 7.3 grams during the reign of Nero (r. 54–68). After the reign of Marcus Aurelius (r. 161–180) the production of aurei decreased significantly, and the weight was further decreased to 6.5 grams by the time of Caracalla (r. 211–217). During the third century, gold pieces were introduced in a variety of fractions and multiples, making it hard to determine the intended denomination of a gold coin. History shows us that the empire was in rapid decline and loyalties of far away armies had eroded significantly.

Due to the decline or devaluation of the gold aureus, the gold solidus was introduced by Diocletian (r. 284–305) around 301 AD. These

new gold coins of the Roman Empire weighed about 5.5 grams. However, Diocletian’s solidus was struck only in small quantities, and thus had only minimal economic effect and they, too, are highly collectible today.

The solidus was reintroduced by Constantine I (r. 306–337) in 312 AD, permanently replacing the aureus as the gold coin of the Roman Empire. The solidus was struck at a rate of 72 to a Roman pound of pure gold, each coin weighing twenty-four Greco-Roman carats, or about 4.5 grams of gold per coin. By this time, the solidus was worth 275,000 of the increasingly debased denarii.

However, regardless of the size or weight of the aureus, the coin’s purity was little affected. Analysis of the Roman aureus shows the purity level usually to have been near to 24-carat gold, in excess of 99%.



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FINEST KNOWN
EXQUISITE HISTORIC RARITIES



GOLD AUREUS
STRUCK UNDER
JULIUS CAESAR



GOLD AUREUS OF TIBERIUS



THE TWELVE CAESAR GOLD AUREUS SET

PURCHASE A COMPLETE SET OR ONE COIN AT A TIME

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