

*Spes Augusta* and *Spes Populi Romani* appeared on imperial coins to indicate the people's hope for continued peace and prosperity under the emperor and his heir (Mattingly 1930, Strack 1931, Grant 1950, Fears 1981, Clark 1982). However, Suetonius' imperial biographies show that *spes* also represented a prospective emperor's ambition for imperial power. This sense of *spes* allows a reinterpretation of the earliest *Spes* coins (issued early in the reigns of Claudius and Vespasian), in which they were not intended solely to promote a dynastic future, but also to reshape memories of each ruler's rise to power.

Claudius' *Spes Augusta* coins (*BMC* i. 124-135, 192-196) were issued from 41-42 CE, immediately after he unexpectedly became emperor. The image of imperial hope on these coins retroactively asserted Claudius' agency in his accession, diminishing the role of the Praetorian Guard; the image refashioned memories of his acclamation, making him more appealing to the Senate. In 71 CE, Vespasian produced coins depicting himself and his sons in military dress accepting a flower from personified *Spes* (*BMC* ii. 782; *C.* 513, 530). This dynastic image refashioned memories of Vespasian's victory, attributing a military role to his sons that made their future succession more promising.

Like later emperors, Vespasian used *Spes* to promote a dynastic future. However, at the beginning of their reigns, both Claudius and Vespasian used *Spes* on their coinage to refashion the past, rewriting narratives of their rise to power.