

Alan H. Cadwallader

Colossae, Colossians, Philemon

The Interface



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To colleagues and friends in the
Colloquium on Material Culture and Ancient Religion

To its leaders, Steven J. Friesen, Daniel Schowalter,
Christine Thomas and James Walters

And in memory of Dennis E. Smith

Table of Contents

Acknowledgements	13
Abbreviations	17
Introduction:	
Colossae and a material life	19
The beginnings of modern material awareness of Colossae	21
Colossae in the ancient material world	29
The elision of Colossae from materialist investigation	31
Restoring Colossae to material existence	34
Restoring Second Testament Letters to a material context	35
A skeletal overview	36
Chapter One Colossae, a name in search of a city	43
The testimonia	44
Toponymy and other confusions	46
Topography and other confusions	50
Inscriptions and a possible material mooring for Colossae	56
The undervalued potential of numismatics	58
Destruction as an explanation	59
Rethinking Chonai and Colossae	61
Confirmation of location and continuing life from material witness ...	63

Chapter Two	Colossae, a city in search of a name	71
	The punishment of Colossae	71
	A colossal segue	73
	Relocating Colossae again	76
	The name in material culture	78
	Confronting a toponym with different spellings	83
	A Phrygian explanation?	89
	A colossal explanation	95
	The Hittite/Luwian option	98
	The appropriation of a colossal etymology	102
	The opening of the Letter to the Colossians and heliotic Colossae	120
Chapter Three	Holding together city and country	129
	Herodotos and the first literary glimpse of Colossae	130
	An early inscription from Colossae's territory	136
	The foundation of Laodikeia and the reduction of Colossae's territory	143
	A dispute over fishing rights	145
	The twin rivers on the coins of two cities	148
	Exploring Colossae's territory	156
	A view from the village	159
	Foundation myths, festival markets and territory cohesion	170
	A Colossian foundation narrative	175
	An alternate foundation story for the Christ-followers at Colossae	177
Chapter Four	Rivals and Neighbors: competing cities in the Lycus Valley	185
	Bronze coins and the costs of civic life	185
	Slaves, apprentices and returns	188
	Monetary exchange in first century Colossae	191
	Coinage and contest in civic life	194
	Civic mints and competition in the Lycus Valley	197
	Comparative insights from Sestos	198
	A further Colossian example of the Sestos rationale: Artemis	199
	City pride and prosperity	203
	The role and returns for benefaction of provincial mints	204
	Colossae's coins and the city's distinction from Laodikeia	206
	Multiple homonoia-types from the time of Elagabalus	211
	Colossae's numismatic territorial claim	215

The continuation of antagonism between Colossae and Laodikeia	221
Christ-followers within contesting cities	222
Chapter Five The Shadow of a Mountain: cosmic control	231
Lost and found: a Colossian intaglio	231
The inscription	237
The iconography of Tyche	244
Tyche and a highly-credentialed leader at Colossae	248
Tyche, cosmic order and the zodiac	256
The owl and the kithara	260
The elements	264
The fickleness of Tyche — earthquakes	268
Christos Prototokos	271
Chapter Six Cosmic Visions, Cosmic Learning	279
A Colossian student in Smyrna	281
Pressing the <i>philologoi</i>	284
Theon of Smyrna and the critical components for higher learning	292
Cosmic hymn and mundane harmony	300
Meter and its absence in ancient hymns	301
Hymns and the reinforcement of mundane realities	309
The hymn in the Letter to the Colossians	311
Chapter Seven Purity, Pollution, Penalties and Power at Colossae: sacred laws and their (monetary) significance for the Colossians	317
Illustrative purity concerns in Colossae and the Letter to the Colossians	319
The application of grasping, tasting, touching	325
From purity and pollution to penalties and power	329
Bronze coinage, the record of debt and the sacred, and a Christian repudiation	334
Competing gospels and the religious consequences	339
Debt, religious regulations, and cancellation in a Colossian context . . .	345
Religious observance at Colossae	349
Distinguishing the Christ-followers from the religious environment of Colossae	360

Chapter Eight Cursing Colossians	363
The Kaklık curse diptych	363
A village of Colossae near Kaklık	369
Daemons, deities and the dead	371
<i>Defixiones</i> and the Letter to the Colossians	374
Christ the circuit-breaker	383
Chapter Nine Who’s Who at Colossae: onomastics, ethnicities and status	387
Theaters and spectators	387
Small returns of names	393
The contribution of onomastics	396
Apphia and the Phrygian inheritance	399
Phrygian and/to Greek	401
The unique “race code” of the Letter to the Colossians	416
The names in the letters and one in particular	421
Apphia again: the tracking of a Phrygian <i>Lallname</i>	432
Chapter Ten Christian Identity, the Gymnasium and Gladiatorial Conflict	445
Honors for Zenon	450
Junior honors for Kastor	461
Athletic imagery in the Letter to the Colossians?	471
Enter the gladiator	493
Christ-followers and gladiators at Colossae	504
Chapter Eleven Slavery and its Governance at Colossae	507
Multiple legal systems at Colossae	508
Memorialization of individuals at Colossae	519
Penalties for grave interference	526
A bureaucracy for managing pluralities of (commercial and legal) interests	537
Drawing implications: slavery and the conflict of laws	556
Onesimos and the runaway slave hypothesis	559
Manumission of Onesimos?	565

Chapter Twelve	Death and Families at Colossae	571
	The necropolis at Colossae	572
	The variety of tombs in the Colossian necropolis	574
	Chamosoria and their bomoi	579
	The tumuli	583
	Valuing the dead at Colossae	587
	Dion the leatherworking specialist	590
	The anonymous dealer in pigs large and small	592
	Community and death	600
	Funerary inscriptions, households and families	603
	Peter Thonemann and close reading for diversity in families	606
	Esen Ögüş and the gendered hierarchy of family relationships	608
	Impressions of Colossian families and households	612
	The Colossian household code and social realities	630
Afterword		643
Appendix 1	Ancient Testimonia for Colossae	646
Appendix 2	A Concordance of the coin types in von Aulock's Catalogue and Roman Provincial Coinage online	664
Appendix 3	List of names from Colossae	668
Appendix 4	Concordance of Colossian inscriptions	682
	Map of Asia Minor and the Mediterranean	687
	Map of the Lycus Valley and environs	688
	Bibliography	689
	Index of Ancient, Early Christian and Byzantine Literature	749
	Index of Inscriptions and Papyri	765
	Index of Coins	779
	Index of Modern Authors	783
	Index of Place Names, Ancient and Modern	793
	Index of Subjects	799
	Index of Key Greek and Latin Words	805
	<i>Greek</i>	805
	<i>Latin</i>	813

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August 2021

Abbreviations

The abbreviations followed are those recommended by:

- the *Association Internationale d'Épigraphie Grecque et Latine* (for epigraphical sources)
- the *Checklist of Greek, Latin, Demotic and Coptic Papyri, Ostraca and Tablets* (for papyri)
- the *Society of Biblical Literature Handbook of Style*² (for classical and biblical texts)
- *L'année philologique* (for journals).

Where additional abbreviations are given, they are clarified in the text.

All photographs are by the author unless otherwise specified.

Introduction: Colossae and a material life

The revival of interest in artifacts and spatial arrangements of the ancient Greek, Roman and Phrygian worlds has led to the “material turn” in recent classical and New Testament scholarship.¹ This has had enormous benefits in re-situating New Testament writings as participants in the ancient world rather than as reinforcements of ecclesial positions. The approaches are generally less interested in archaeology as biblical proofs. Rather material culture reconnects biblical texts with the visual, spatial and societal locale from which they emerged, to which they contributed and within which they competed. Helmut Koester was adamant that “To understand the history of religions, it is necessary to study all materials relating to the life of a society, including nonliterary data — not as the ‘background’ of early Christianity but as the world of the early Christians.”² The appreciation of the past, interpreted through various disciplines and theoretical constructs, enables contemporary Pauline readers to gain a more nuanced understanding of the meaning of texts and of the demand for hermeneutical sophistication in appropriating the past.

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- 1 See, for example, L. Mitchell and L. Rubinstein (eds.), *Greek History and Epigraphy: Essays in honour of P. J. Rhodes* (Swansea: Classical Press of Wales, 2009); N. P. DesRosiers and L. C. Vuong (eds.), *Religious Competition in the Greco-Roman World* (Atlanta, GA: SBL, 2016); M. Arnhold, H. O. Maier, and J. Rüpke (eds.), *Seeing the God: Image, Space, Performance and Vision in the Religion of the Roman Empire* (Tübingen: Mohr Siebeck, 2018); D. C. Burnett, *Studying the New Testament through Inscriptions: An Introduction* (Peabody, MA: Hendrickson Academic, 2019); M. Kotrosits, *The Lives of Objects: Material Culture, Experience and the Real in the History of Early Christianity* (Chicago: University of Chicago Press, 2020). Note also the Harvard Theological Studies monographs edited by S. J. Friesen, D. N. Schowalter *et al.* and *The First Urban Churches* series, edited by J. R. Harrison and L. L. Welborn.
 - 2 H. Koester, “Epilogue: Current Issues in New Testament Scholarship,” in *The Future of Early Christianity: Essays in Honor of Helmut Koester* edited by B. A. Pearson (Minneapolis: Fortress Press, 1991), 473.

This remembering is nothing new. It was played out in the dynamics of urban and rural life in the ancient world.³ For a center with Colossae's immense chronological span, the memory of past ages was etched into the topography of settlement, the negotiations of the flux and continuity of change in material expressions and even into the name that governed the identity of its inhabitants. That memory was fluid, as much constructed by the inherited material and narrative traces as construed by the demands and conceptual frameworks that each passing "present" brought to bear in the handling of the bequest. Occasional stations of memories occurred, but, if nothing else, the renowned ethnic mix in ancient Anatolia testifies to the fragility of the stationary. In this sense, the modern search for ancient Colossae is a participant in memory-making, albeit harnessed to different epistemological tools and interests, themselves also as subject to change as the remembrance(s) they construct.

But what is clear is that no longer are texts either privileged or sealed from their participation in materialist contexts, contexts replete with actors expressing a variety of responses. Even the texts themselves have been recognized as material artifacts that have their own material artifice contributing to a wider engagement than simply with the written documentation they house. In this sense, like an inscription, their construction occurs amongst a relative minority of human (and sometimes animal) contributors, but their impulse, performance, perception, appreciation and sheer survival encompasses a far wider audience, frequently consumerist if not illiterate (in the ancient world). It is worth recalling that, in spite of the mantra of the poverty of inscriptions from ancient Colossae to date, many of the epitaphs that have survived have done so *in situ*, that is, in the recognized city necropolis. These known epitaphs span almost three hundred years of the life of the necropolis (according to paleographical and internal dating methods). The analysis of anepigraphic, visible graves extends this period to half a millennium; the borrowed Phrygian typologies of graves or parts of graves touch a millennium of appropriated and transformed remembrance (see chapter 12). This most primal expression of memory — the management of the memory of the dead — demonstrates the ongoing contribution of material remains and textual testimony (in epigraphy and, less securely, archival record) to generations of Colossians and even now to contemporary historical researchers who, like me, are driven to relinquish the ephemeral world of the text and return the text to the world. Textuality, as Andrej Petrovic argues, is predicated on materiality,⁴ but not merely on the material on which a text is cast but the sweep of materiality in which such a text gains a meaningful life.

3 See F. Rojas, *The Pasts of Roman Anatolia: Interpreters, Traces, Horizons* (Cambridge: Cambridge University Press, 2019).

4 A. Petrovic, "The Materiality of Text: An Introduction," in *The Materiality of Text — Placement, Perception, and Presence of Inscribed Texts in Classical Antiquity* edited by A. Petrovic, I. Petrovic and E. Thomas (Leiden: Brill, 2019), 4.

The beginnings of modern material awareness of Colossae

In the sixteenth century, a relatively large number of European powers began to negotiate mercantile openings with the Ottoman sultans resplendent at “Le Porte”, that is, old Constantinople, modern Istanbul. Trade was displacing military encounters as the preferred means of accumulating wealth and influence. At this stage, this was not a colonizing venture, though the attitudes that shaped that later development were already apparent. John Speed’s popular map of “The Turkish Empire” provided a reader’s hermeneutic in its margin, “The Turk is admired for nothing more than his sudden advancement to so great an Empire.”⁵ That Empire embraced huge tracts of land and peoples and provided access to spices, silk and other desirable goods, and created a demand for wool and mechanical “toys”.

By the seventeenth century, France, Germany, Venice and England had a significant business presence in Constantinople/Istanbul, Smyrna and Aleppo further east. The Dutch, Swedish and other smaller European countries were also carving an active trading mission across the Ottoman Empire. Frequently, these mercantile companies were headed by a consul, who had much of the authority of a government diplomat, as well as responsibilities for the owners of “factories” (that is businesses) who ventured under license from the same country as the diplomat. But the larger companies also maintained chaplains whose primary charge was the spiritual care of the members and associates of the respective companies. These chaplains were also expected to promote learning and culture so that European identity would not be lost in the East, indeed would be demonstrated to be superior.

The opportunity to visit sites on the ground that had previously, for two hundred years or more, been substantially confined to a textual memorialization (for Europeans), brought a fundamental and radical change to interpretive method. The geographically blessed Smyrna, whose commerce and trade — the filthy lucre of material reality — had managed to shield the city’s fortunes from Byzantine into Ottoman times, was a fitting capital from which to launch coastal and inland explorations. More importantly perhaps, cultured gatherings and the maintenance of loose records of findings established a reservoir of base knowledge. This in turn encouraged a gradual increase in understanding,⁶ as well as a measure of competition to outdo one another’s “finds”.⁷ Charles Perry could barely contain his sarcasm after Richard Pococke

5 J. Speed, *A Prospect of the Most Famous Parts of the World* (London: George Humble, 1626/7), sv.

6 F. Hasselquist, *Voyages and travels in the Levant: in the years 1749, 50, 51, 52. Containing observations in natural history etc, particularly on the Holy Land and the natural history of the Scriptures* (London: printed for L. Davis and C. Reymers, 1766), 22, 51.

7 This competition nudges into view with the occasional sharp barb of rebuke from one writer about another, often accusing of plagiarism or at least unacknowledged or distorted contributions. Jacob Sporn’s friendship with George Wheler evaporated when the former mis-appro-

passed off as his own labor sketches in his own book published in 1745.⁸ He wrote, “This we presume is what our Betters have sometimes done before us; and that, perhaps, with less Candour and Ingenuousness, not acknowledging that they borrowed them, but given them to the World as the genuine Fruits of their own Pains and Dexterity.”⁹

Evidently, there were gains, such as ecclesial and educational preferment, to be made from publishing as well as collecting artifacts and accounts of exploring Asia Minor.¹⁰ The seven churches of Revelation, and, in Laodikeia’s case, the bordering cities of Hierapolis and Colossae, were especially targeted for these cultural forays. But they were made possible by the extensive provision of economic and administrative supports by the Levant companies. Needless to say they provided important returns — confirmations of attitudes of Europeans about “Mahometan” Turks and “decadent” Greeks; a material support for the Renaissance knowledge project; and a fairly constant supply of artifacts, from coins to pottery, sculptures to inscriptions. One only has to peruse the eighteenth century auction catalogues of estate sales of deceased European aristocrats to gain some idea of how much additional material, besides the formal business goods, had been shipped from Ottoman ports. Laura Nasrallah’s recent sketch of the “material turn” has focused on the nineteenth and early twentieth century.¹¹ This enabled North American involvement to be factored. But in reality the foundation goes back two centuries earlier and beyond.¹²

Two early chaplains of the English Levant Company stand out — the Reverend Doctor John Luke (1635?–1702) and the Reverend Thomas Smith (1638–1701) — the former helping the other to be awarded his position.¹³ Luke

riated significant parts of the latter’s work: G. Wheler, *A Journey to Greece* (London: Cade-man, Kettlewell and Churchill, 1682), preface. Paul Rycout seems to have considered that his position as consul authorized him to “borrow” and not return notes and journals made by the Rev’d John Luke and William Trumbull; see S. Anderson, *An English Consul in Turkey: Paul Rycout at Smyrna 1667–1668* (Oxford: Clarendon Press, 1989), 282. So concerned was Thomas Smith that his Latin books were going to be translated into English by another (Wheler? Without acknowledgement?) that this became a spur to doing the work himself: *Remarks upon the Manners, Religion and Government of the Turks together with a Survey of the Seven Churches of Asia, as They Now Lye in Their Ruines* (London: Moses Pitt, 1678), preface.

- 8 R. Pococke, *Description of the East and Some Other Countries* (London: W. Bowyer, 2 vols, 1745).
- 9 C. Perry, *A View of the Levant particularly of Syria, Egypt and Greece, In which their Antiquities, Government, Politics, Maxims, Manners and Customs (with many other Circumstances and Contingencies) are attempted to be Described and Treated on* (London: T. Woodward, C. Davis & J. Shuckburgh, 1743), xv. Perry was not the only one whose work was appropriated by Pococke; see R. Finnegan (ed.), *Letters from Abroad: the Grand Tour Correspondence of Richard Pococke and Jeremiah Milles* (Piltown: Pococke Press, vol 3, 2019), 8–12. He lifted entire sections from the volumes of Spon and Wheler as well!
- 10 N. Glaisyer, *The Culture of Commerce in England 1660–1720* (Suffolk: Boydell, 2006), 80.
- 11 L. S. Nasrallah, *Archaeology and the Letters of Paul* (Oxford: Oxford University Press, 2019).
- 12 See T. M. P. Duggan, “On early antiquarians in Asia Minor to the start of the 19th century,” *Gephyra* 17 (2019): 115–67.
- 13 Glaisyer, *Culture of Commerce*, 72.

was chaplain at Smyrna 1664–1669; Smith was chaplain at Constantinople 1668–1670. These two Church of England clergymen, as almost all who were appointed for the consolation of the Levant Company personnel, were required, in their application for the position, to deliver a sermon attended by up to a hundred people. This extravagant employment panel would then vote on whether the audition had gained the applicant the desired appointment.

John Luke's sermon provides a revelatory window into the change that was occurring in biblical scholarship. His was not the typical sermon, either in length (it was nearly twice as long as most) or content. The usual application sermon extolled business as a key means of demonstrating piety. Such an exponent was Edmund Chishull (chaplain 1702–1710). He draped his sermon about his assigned text, Psalm 107: "those that go down to the sea in ships to do business on the great waters". He argued from the general piety — that one should "prove the glory of God as the principal Aim of our Undertakings" — to the specific application that one should "show that the glory of God may more especially be promoted by Travel and Foreign Commerce". He unabashedly applied the epithet "the great Proprietor" to God.¹⁴

John Luke's performance, however, neither had as easy a text (he was assigned 1 Cor 15:29 that speaks of baptism of the dead)¹⁵ nor delivered a saccharine blend of morality and commerce.¹⁶ Rather, Luke repeatedly trumpets the "plain" reading of Scripture, one of the hallmarks of protestant exegetical method. It is clear that for Luke, history, along with the views and opinions of the ancient church — those closest to the text's writing — were critical components in the establishment of this "plain" reading. No longer was "plainness" to be established by traditional reiterations repeated over time or overweening attention to grammatical and philological dissection. Striking in his survey of the various opinions about the Pauline verse was his assertion that the text ought not to be taken to establish the history, given the difficulty of interpretation. Rather history ought to be taken to deliver the meaning of the text.¹⁷ This was a massive shift in method and governing assumptions. Moreover, that history was more likely, he argued, to be found by reference to those authors who wrote nearest the time. But again,

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- 14 E. Chishull, *Sermon preached before the honourable company of merchants trading to the Levant-seas at St Hellen's, January 16 being Sunday 1697/8* (London: S. Manship, 1698), 1, 4.
- 15 For recent treatments, see J. R. White, "Baptized on Account of the Dead: The Meaning of 1 Corinthians 15:29 in its Context," *JBL* 116 (1997): 487–99; N. H. Taylor, "Baptism for the dead (1 Cor 15:29)?" *Neotestamentica* 36 (2002): 111–20; M. F. Hull, *Baptism on account of the Dead (1 Cor 15:29): An Act of Faith in the Resurrection* (Leiden: Brill, 2005); R. D. Aus, *Two Puzzling Baptisms: First Corinthians 10:1–5 and 15:29: Studies in their Judaic Background* (Lanham: Hamilton, 2017).
- 16 Luke's sermon receives a short coverage in A. Ganes, *The Web of Empire: English Cosmopolitans in an Age of Expansion, 1560–1660* (Oxford: Oxford University Press, 2008), 225. She does not appear to note the importance of the accent on history and "plain reading."
- 17 J. Luke, *Sermon Preached before the Right Worshipfull Company of the Levant Merchants at St Olav's Hart-Street, Thursday Dec 15, 1664*. (London: R. Daniell, 1698), 14.

this informative history was not confined to Christian sources. The ritual in the Christian text, he argued, might be able to be elucidated by practices that were evident in Greek and Roman culture, such as lustrations for the dead practiced at the calends of February by the Romans.¹⁸ The “history-of-religions” school might wait until the end of the nineteenth century for formal conceptualization,¹⁹ but the roots are clearly evident here two centuries before.

Of particular importance is a rhetorical aside that Luke makes when he refers to an ancient notice of the church of Smyrna. It is worth quoting:

concerning the martyrdom of the famous S. Polycarp, ... the Christians used to assemble at his tomb for performing festival celebrations in honour to his memory, and for exercising, preparing and confirming others to the same conflict for the holy Faith; a custom well known to many here present to be in some part continued by the poor reliques of that once famous and flourishing Church to this very day.²⁰

Here is an acknowledgement that the presence of English people focused on commercial ventures in Türkiye was also prizing open other, less-obviously mercantile opportunities. The appeal to “many here present” was a critical confirmatory witness to archaeological remains and observance of then-current Greek customs (“the poor reliques”!).²¹ The rhetorical flourish nevertheless indicates that the gaining of this knowledge was already becoming a well-known practice amongst the European nationals gathered at Smyrna (and Constantinople). There was genuine excitement in re-establishing physical contact with a site mentioned in “the holy scriptures”.

Attachment to Asian topography was retained, in microcosm, by the expropriation of *in situ* material artifacts that testified to the site. Both the making of a tour and the continued reflection on (retrieved) artifacts were seen as pious acts. A contemporary, George Wheler, credited the chaplain John Luke for improving the “Devotions” of Smyrna “factors” (that is, businessmen). This was demonstrated in the increased numbers of merchants (and occasionally the consul) joining Luke on his expeditions to the cities of the Book of Revelation’s seven churches.²² Pack animals returned with carry-pouches laden with items collected along the journey.²³ Wheler again mused without any trou-

18 Luke, *Sermon*, 24.

19 See Nasrallah, *Archaeology and the Letters of Paul*, 22.

20 Luke, *Sermon*, 15.

21 The visit to Polycarp’s tomb is mentioned by travellers before John Luke in their, then-unpublished journals. See, for example, R. C. Anderson (ed.), *The Journals of Sir Thomas Allin* (London: Navy Records Society, 2 vols, 1939–40), vol 1, 14 (an entry dated 19th December 1660).

22 Wheler, *A Journey to Greece*, 230.

23 This appropriation accelerated in the nineteenth century as the Ottoman empire was encouraged to modernize. Western powers were eager to assist in the laying of railway lines across the country — which, inter alia, facilitated the removal of artifacts. See M. Greenhalgh, *From the Romans to the Railways: The Fate of Antiquities in Asia Minor* (Leiden: Brill, 2013).

bling of the order of things, that “no place has contributed more than Smyrna to enrich the collections and cabinets of the curious in Europe.”²⁴ The buzz of interest in what were called “medals” (a fateful designation of the bronze coins essential to the Roman economy),²⁵ developed into a justifying construction of numismatic meditation as an act of piety. Early in the nineteenth century, William Till repeated Renaissance ideas,²⁶ arguing that the sheer gazing on coins would bequeath moral advancement (usually along the lines of adherence to an injunction to pay government taxes!).²⁷ Whatever the rationale for ethical curation, collecting such treasures was certainly a means of guaranteeing a retirement nest-egg or a testamentary legacy for the end of a person’s life, when the artifacts were sold off,²⁸ or, occasionally, bequeathed to a museum.

Even with the moral overlays, the contact with sites began a remarkable process of reconfiguring the attitude toward the past and the material referent of texts, both scriptural and classical. History was in the process of being turned from a providential periodisation of time directed toward an eschatological *telos* into a material testimonial to the truth of ancient texts. There was no diminution at this stage in the instruction about the providential meaning and intent of history, no question that history would do anything other than prove the truth of the literary text. Indeed such history could prove particularly advantageous in repudiating certain methods and results of exegesis. Two targets especially came into view: the allegorization of the churches of the Apocalypse as a graded ascent in spirituality; and the construction of prophetic ages of the Church built on the same magnificent seven. But materiality had entered the arena of text to yield a construction of history and biblical inter-

24 Wheler, *Journey*, 72.

25 On the critical importance of bronze currency, see C. Katsari, *The Roman Monetary System: The Eastern Provinces from the First to the Third Century AD* (Cambridge: Cambridge University Press, 2011), 136–154. The old notion that these bronzes were commemorative “medallions” or occasional largesse needs to be dismissed, unless compelling evidence suggests otherwise. For this obsolete interpretation see B. V. M. Head, *A Catalogue of the Greek Coins in the British Museum* (London: British Museum, 1906), li; C. Babington, “On Two unedited Autonomous Coins of Colossae in Phrygia,” *NC* (ns) 3 (1863): 2.

26 See J. Cunnally, *Images of the Illustrious: The Numismatic Presence in the Renaissance* (Princeton: Princeton University Press, 1999).

27 W. Till, *An Essay on the Roman Denarius and English Silver Penny ...* (London: Longman, Brown, Green and Longmans, 1838), 31–32. See A. H. Cadwallader, “In Go(l)d we Trust: Literary and Economic Exchange in the Debate over Caesar’s Coin (Mk 12:13–17),” *BibInterp* 14.5 (2006): 486–91.

28 See, for example, the substantial array of Richard Pococke’s collection: *A Catalogue of a Large and Curious Collection of Ancient Statues, Urns, Mummies, Fossils, Shells and Other Curiosities, of the Right Reverend Dr. Pococke, Lord Bishop of Meath, Deceased; Collected by his Lordship, during his Travels. Which (by order of the Administrator) will be sold by Auction, Bt Mr. Langford and Son, At their House in the Great Piazza, Covent Garden, on Thursday the 5th, and Friday the 6th of this instant June 1766*. It took three days to clear the bidding on items. Other famous explorers or residents in Asia Minor are regularly named in auctions of their coins and artifacts — such as William Hamilton, Henry Borrell, James Whittall among many others.