**A Name Laden with Meaning.**

‘Pharaoh’, a word which awakens a distant past, buried beneath the sands of time. A name born around the time of the pyramids when the pharaonic administration first took shape. It is necessary to think a little scientifically in order to understand why this common name came to be regarded as such a status.

The Greeks pronounced it in the same manner as the northern Egyptians, ‘pharao’, a name which officially indicated the heads of office of the King of the two worlds; in other words - the earthly inheritors of Horus. Pharaoh (‘Phar-ao’) is actually the Egyptian pronunciation – ‘P (h) er-aa’ or ‘Perao’ which stood for “The Grand House”, meaning the royal palace. This royal palace included all royal officials of the Ancient Empire. But equally in Greek, you have ‘Pharaon’, a corruption of Pharaoh whose meaning is in no doubt. The first century Jewish writer Flavius Joseph reminds us that at this period in question; -*‘Pharaoh, according to the Egyptians means King’.*

Through time and the evolution of language, the seat of the royal institute (the palace offices) ended up being confused with the institution itself. Imagine us referring to ‘The White house’ when meaning ‘The President’, ‘The Quay d’Orsay’ when meaning ‘French diplomats’, ‘The Vatican’ when meaning ‘The Papacy’. As is also the case with ‘The Sublime Gateway’, which was once used as the equivalent of ‘The Ottoman Empire’. ‘The Royal Palace’ thus became a term meaning ‘The ruling King’ whose insignia was always followed by the three mottos *‘Life, Prosperity and Health’.*