



What Is His NAME?

& Why Does It Matter?

By Kyle M. Matthews

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For over 700 years we have been saying that “Our ‘God’ is ‘The LORD’”. We have also simultaneously said, for the same amount of time that “‘The LORD’ is our ‘God’”, yet we never bothered to consider how circular this thinking is.

We sing songs about how great His NAME is, how holy and awesome It is, how powerful and wonderful, how majestic and mighty and miracle-working...but we never stopped to ask the obvious question... In the Bible itself it is posed, in Proverbs 30:4, “What is His NAME...?” It says “...tell me if you know.” But do we know? We say “‘The LORD’ is our ‘God’ and that our ‘God’ is “‘The LORD’”, but we have never bothered to answered this blessed question. “What is His NAME?”

The Messiah said that He came to us in this NAME (John 5:43) and that He did His miracles in this NAME (John 10:25). He taught us that the NAME of the Heavenly Father

is holy (Matthew 6:9). He said that He revealed the NAME of His Father to His disciples (John 17:6), spoke of that NAME over them as their Protection (John 17:11-12), and claimed to have declared the NAME and then promised that He would continue to do so (John 17:26). In Matthew 28:19, He commanded that we baptize in this NAME. In the Revelation, our Messiah said He would write this NAME on all those who overcome the world, that this NAME would seal the 144,000, and that this NAME would be written on the foreheads of all who may enter Paradise. So then let us answer that question... What is His NAME?

At the burning bush when Moses asked the Most High what His NAME is, our Creator told Moses that the NAME that He wants to be called by is **YHWH** (pronounced most probably as YAHWEH). He then told Moses that this is the NAME by which He wants to be *remembered* from generation to generation *for all generations*. Last I checked, we were still living within that timeframe of “...*for all generation;*”

Why then do the Christian people, we who worship the Elohim of Israel, not know this Most Blessed and Eternal NAME? YAHWEH said Himself, in Isaiah 52:6, “Therefore, my people will know My NAME...,” So why do we not know, if, indeed, we are His people? And since we have not known, are we really His people? We have definitely defined ourselves as the people of “God” and the people of “The LORD”, but Lord and God are merely generic titles of British tradition. How are we to know the Heavenly Father, YHWH, is truly the one we have been looking to, calling upon, and worshiping all our lives? If indeed we are being fully honest with ourselves, we will have many questions that need pondering ?

A superstition rose up between the time Malachi wrote his book, and the time the Messiah was born... A tradition of silence concerning the NAME of the Elohim of Israel. The Jews adopted the device of rendering the NAME of the Most High as "Adonai" when it was read out of Scripture, but they always wrote the NAME correctly on paper as it ever was. (It is often claimed that Adonai means "Lord" but Lord is an old English contraction of a longer phrase "loaf ward" meaning "keeper or guard of the bread". And the term Lord came into being far away in time and distance from the writing of the Hebrew Bible.)

Even today anyone who checks the Hebrew copies of the so called "Old Testament" will see the Sacred NAME, written everywhere that we have been taught to say "the Lord" instead (nearly 7000 times). What ultimately made the Gentile believers in YAHWEH stop saying His NAME was this Jewish superstition which they adopted in the form of Kurios instead of Adonai. Later rendered as Dominus in Latin and eventually Lord in English. And eventually refusing to speak it lead to a refusal to write it, even when translating the Bible itself. Thus today, all the Church knows of its Lord is that He is 'God', and of her 'God', that He is 'Lord'.

Someone might ask why it should matter what we call our Creator, so long as we do what he wants of us?... To which it must be answered that, unless we have regard for the NAME of our great Creator, as the 3rd of His 10 Commandments tells us to do, we will never know our Father's full will, and we will be missing at least one thing that He wants us to do.

We know he told Moses that He wants to be remembered by the NAME of YHWH, therefore, how can we, in this knowledge, make the accusation that His NAME does not

matter, so long as we do what he wants. He has already said to us that He wants His NAME to matter to us. Why then do we insist upon pretending we don't understand? Why do we hold so tightly to our vague titles of "Lord" and "God" when the Most High has clarified that He has an actual NAME? Whatever it may be, that is holding us back from believing this, we must face now and removed, because we know nothing such as we ought to know, and when we know our Heavenly Father not as some generality like lord and some generic deity like God, but as He has revealed Himself, as YHWH and choose to call on Him as such, as did all the patriarchs, all the prophets, all the disciples, and Messiah, Himself, then we will know that we know that we are indeed His people and may begin to learn what else He may desire for us to discover and to do.

In a world of countless religions and uncountable gods, most of which claim to be the One True Creator of the universe, we must be clear Who it is we serve. It is not enough to believe in only one deity and serve him with all your heart, soul, mind, and means... especially when that one, and only deity is not the Deity of Scripture. The distinction must be made, and it is, as simple as possible, by calling on our Heavenly Father, by the NAME He gave us as His distinction.

Instead of arguing with people over the capital "G" or small "g" of the word, 'God', a title that never belonged to Him anyway, calling our Creator by His self-given NAME, eliminates all confusion, rendering perfect understanding of Whom we speak, to ourselves and to all the world. It also establishes our understanding of the abilities He has, and the qualities of His character. Acts 15:14 says that our Elohim took out from the Nations a people for His NAME. This is then our purpose as the *called-out-ones*, to be a

people *set apart* for His NAME. Let us not miss out on the meaning of our lives, but with open minds and hearts receive the NAME of our Heavenly Father which is our pure privilege to do, and tell all the world that YHWH, He is Elohim!” (Psalm 100:3)

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