

## Where do those old names go anyway?

By J. RONALD CAREY, Ph.D.

As Lockheed and Martin Marietta merge to form a new corporation, many people are wondering who the winners will be. Perhaps stockholders will realize a benefit or maybe the defense department will get better products with improved technology. I don't know the answer to this, but I do know who the big loser will be — Marietta.

You see, the new name will be Lockheed Martin. Marietta is being eliminated. Just like that. No ceremony or farewell party. Discarded like a used paper towel. Marietta had a long and distinguished history about which the next generation will know nothing.

Does this sound familiar? Of course it does. Perhaps you remember way back when there was the Colgate Palmolive Peet Company. Then one day, without warning or fanfare, Peet was dropped. Where did Peet go? Where do all the old names go?

There's more. For example, when Ernst and Ernst became Ernst and Whinney, just that fast we scratch an Ernst. What happened to the other Ernst? And aren't you a little troubled that we don't know which Ernst was preserved and which Ernst was discarded?

How about when we had Merrill Lynch, Pierce, Fenner and Beane. All business majors felt like insiders when they memorized that grand old name. From out of the blue Beane was bounced and in came Smith. Smith? How can a Smith replace a Beane?

The final result of all this is that those proud holders of the names so ingloriously banished will one day rise up. Mark my words. They are waiting in lexicon limbo. They are plotting in their purgatory. Someday, when you least expect it, you will awaken and discover that all the resources in the free world have been taken over by a hitherto unknown group. This new cartel, now ruling the universe, will be named Beane Marietta and Peet.

And their accountant will be the other Ernst.

*J. Ronald Carey is an associate professor of marketing at Our Lady of the Lake University.*