Tractor Firm Changes Name

William B. Brooks, president of Great Lakes Farmer & Equipment Co., has announced the changing of his company's name to Brooks Equipment Inc. Under the former name, Brooks operated out of a new facility on Potters Road in downtown Birmingham, and in other districts, they became distributors of Whitehouse Tractor & Equipment, Lamborg Construction Equipment and Pioneer Chain, among others.

Brooks Equipment Inc., will continue distribution of its present products in Michigan. The company has changed its name to Brooks Equipment Inc. in Michigan, and will continue to distribute the same products as before.

Gahagan Joins Hills Agency

John F. Gahagan has been ap- pointed creative director of the Gahagan Group, according to Charles F. Adams, executive vice president. Gahagan, formerly with McCaffery, John & Adams, will take charge of all creative work.

Gahagan comes to Gahagan from the DMS Group, which he was em- ployee as the creative director. He joined the agency in 1972 as a creative director and was named creative director of the Detroit office in 1974. He is a graduate of the University of Michigan and has a degree in advertising.

Gahagan is also active in the National Advertising Association and has been a member of the American Society of Media Arts. In his new position, he will be responsible for all creative work on the company's accounts.

The advantages of being associated with a well-established organization, Gahagan explained, is that all resources are available to the creative department. He also said that he will work closely with the client and agency staff to ensure that the work meets the client's needs.

The new agency will operate from the same offices as the old agency, and will continue to serve the same accounts as before.

George Connor, of the Village Spa & Health Club, was the ninth of the nine children.

As a result of his appointment, Connor is now the firm's creative director. Connor has been with the agency for 10 years and has been involved in the creative process.

Connor is an expert in his field and has won several awards for his work. He is a member of the American Society of Media Arts and has been a guest speaker at several seminars.

Connor explained that his new role will allow him to focus on the creative process and work more closely with clients. He also said that he is excited to take on this new challenge and looks forward to the opportunities it will bring.

In addition to his new role, Connor will continue to work on existing accounts and help develop new business.

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Edward W. Lemp

Contractors Group Elects Area Man

Edward W. Lemp, manager of Skymark's Morning Call, was elected chairman of the Contractors Group in Birmingham.

Lemp, who is also a member of the American Society of Media Arts and has been a guest speaker at several seminars, will continue to work on existing accounts and help develop new business.

Lemp is an expert in his field and has won several awards for his work. He is a member of the American Society of Media Arts and has been a guest speaker at several seminars.

Lemp explained that his new role will allow him to focus on the creative process and work more closely with clients. He also said that he is excited to take on this new challenge and looks forward to the opportunities it will bring.

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