Morris Gleicher Collection

Papers, 1965-1992

7 linear feet
7 storage boxes

Morris Gleicher was born in Freeport, New York in January, 1917, but grew up in Detroit. After graduating from college in the 1930s, he worked as an economic analyst for the Michigan Employment Security Commission and after returning from a stint in the army during World War II, became president of Local 209 of the United Public Workers Union. He campaigned for the Progressive Party in 1948 and in the 1950s ran a print business in Detroit. In 1960, he founded the public relations firm, MG Advertising, which became MG and Casey (later, M G Associates) in 1966 when close friend Jack Casey, advisor to Detroit Mayor Jerome Cavanagh, joined him. He died on October 26, 1992.

A former president of the Michigan ACLU, Gleicher championed racial equality, peace, and social justice throughout his career, lending his talents to a number of civil libertarian causes, but was best known as a consultant to Detroit political figures whose views mirrored his own, among them Coleman Young, Jerome Cavanagh, John Conyers, Carl Levin, and George W. Crockett, Jr.

The Morris Gleicher Collection consists of correspondence, reports, financial records, press releases, clippings, minutes, campaign literature and advertising brochures related to his public relations business and his involvement in liberal causes.

Important subjects in the collection:

Afro-American civic leaders—Michigan—Detroit
American Civil Liberties Union Metropolitan Detroit Chapter
Attica (N.Y.) Prison Uprising, 1974
Richard Austin
Business Executives Move Against the Vietnam War
Jerome Cavanagh
Civil liberties
Kenneth Cockrel
John Conyers
George W. Crockett, Jr.
Detroit (Mich.)—Politics and government
Elections—Michigan—Detroit
Ernest Goodman
Erma Henderson
Carl Levin
Sander Levin
Viola Liuzzo
Maryann Mahaffey
Race relations—Michigan—Detroit
Red Squad—Michigan—Detroit
Vietnamese Conflict, 1961-1975—Protest movements

Important correspondents in the collection:

Kenneth Cockrel
George W. Crockett, Jr.
Ernest Goodman
David M. Gubow
Sidney Shapiro

Non-manuscript material:

A large number of photographs, audio and video tapes, posters, and bumper stickers produced for MG and Casey advertising campaigns have been placed in the Archives Audiovisual Collection.

PLEASE NOTE: Folders are computer-arranged alphabetically in this finding aid, but may actually be dispersed throughout several boxes in the collection. Note carefully the box number for each folder heading.
Box-folder  Folder heading

1-12  ACLU (American Civil Liberties Union—Metro Detroit Branch); annual dinner, 1977, 1987
1-11  ACLU Bill of Rights Day; corres., memos, misc., 1986
2-7 thru 14  ACLU Buck Dinner; corres., lists, proposals, press releases, 1979-91
2-21  ACLU; by-laws, agendas, 1992
1-13 thru 14  ACLU; corres., minutes, 1986-87
1-16  ACLU; corres., minutes, 1987-88
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1-18 thru 24  ACLU; corres., reports, 1986-92
3-3  ACLU; corres., reports, 1989
5-3  ACLU; election information, 1991-92
1-17  ACLU; executive board candidates' biographical information, 1987
1-9 thru 10  ACLU; minutes, misc., 1988, 1991-92
3-1  ACLU; press releases, 1978-90
4-4  ACLU; Rosenberg case forum, 1983
2-19  ACTION (Amend the Charter to Improve Our Neighborhoods); misc.,

1988

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7-20  Attica Defense Committee—Detroit; corres., minutes, misc., 1974-75
5-1  Austin, Richard; campaign literature, clippings, misc., 1986
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7-23  Austin, Richard; press releases, 1970
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7-2  Beckham, Charles, Legal Defense Fund; clippings, corres., misc., 1983-85
3-46  Beckham, Charles, Legal Defense Fund; flyers, 1984-85
1-27  BEM (Business Executives Move Against the Vietnam War); clippings, corres., 1972
5-7 thru 9  BEM; clippings, corres., newsletters, misc., 1967-92
1-1 thru 8  BEM; corres, clippings, brochures, etc., 1967-72, 1981-82
3-45  BEM; corres., misc., 1976-77
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6-3  Cleveland, Clyde; campaign literature, clippings, 1973
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4-33 Crockett, George W. Jr.; campaign, resumes, 1992
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4-23 Crockett, George W. Jr.; corres., reports, speeches, 1970-79
7-1 Crockett, George W. Jr.; reception, 1987
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