

Morris Gleicher Collection

Papers, 1965-1992

**7 linear feet
7 storage boxes**

Accession #1536
DALNET #
OCLC #

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.

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<u>Box-folder</u>	<u>Folder heading</u>
	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
	2-23 thru 40 ACLU; corres., minutes, reports, 1983-91
	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	1-25 Attica Defense Committee—Detroit; corres., legal records, misc., 1976
	7-20 Attica Defense Committee—Detroit; corres., minutes, misc., 1974-75
	5-1 Austin, Richard; campaign literature, clippings, misc., 1986
	3-4 thru 6 Austin, Richard; campaign material, 1969-76
	7-23 Austin, Richard; press releases, 1970
	5-2 <i>Automobile Design Liability</i> by Richard Goodman, 1968-70
	4-22 Barnhart, Katherine; campaign literature, 1986
	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
	1-15 BEM; corres., newsletters, misc., 1968
	6-12 Blount, Frank and Nancy; campaign literature, corres., press releases, misc., 1977-91
	3-7 Borman, Paul D.; misc., 1967
	5-5 Bullard, Perry, campaign literature, corres., 1992
	3-44 Cavanagh, Jerome; clippings, obituary, campaign literature, 1979
	4-34 Cavanagh, Jerome; <i>Look</i> article, 1965
	3-12 China trip; corres., 1977-79
	3-16 Cleveland, Clyde; campaign literature, n.d.
	6-3 Cleveland, Clyde; campaign literature, clippings, 1973

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<u>Box-folder</u>	<u>Folder heading</u>
3-17	Cockrel, Kenneth; campaign literature, n.d.
6-4	Cockrel, Kenneth; clippings, corres., campaign literature, 1977
5-4	Cockrel, Kenneth, Memorial Scholarship Fund; corres., 1990
3-25	Committee to Defend the Detroit 15; newsletter, misc., 1971
6-5	Conyers, John; biographical information, press releases, 1979-83
3-18	Conyers, John; campaign literature, n.d.
3-19	Correspondence and pamphlets; misc., n.d.
1-29	Correspondence and press releases; misc., n.d.
7-22	Crockett, George W. Jr.; campaign, clippings, 1986-89
4-26 thru 28	Crockett, George W. Jr.; campaign literature, corres., clippings, 1979-82
4-33	Crockett, George W. Jr.; campaign, resumes, 1992
6-14 thru 30	Crockett, George W. Jr.; corres., clippings, speeches, publicity, 1969-90
4-23	Crockett, George W. Jr.; corres., reports, speeches, 1970-79
7-1	Crockett, George W. Jr.; reception, 1987
6-11	Crockett, George W. Jr.; testimonial dinner, 1991
7-19	Curfew ordinance; editorials, legal records, corres., 1983
1-31	Death penalty, campaign to abolish the, n.d.
4-1 thru 3	Detroit Area Coalition for Central America; corres., misc., memos, 1989
2-20	Detroit Area Nuclear Weapons Freeze Campaign, 1982
3-36	Detroit Area Nuclear Weapons Freeze Campaign, n.d.
2-17	Detroit charter amendment Proposal N (ACTION), 1988
3-15	Detroit Charter Revision Committee; misc., 1973
2-18	Detroit City Council; corres., clippings, resolutions, 1988
4-6 thru 7	Detroit Economic Growth Corporation; corres., reports, 1990
7-24	Detroit police mini-station grant; reports, clippings, press releases, 1975
3-9	Detroit school millage campaign literature, 1974
3-39	Detroit school millage campaign literature, 1980
4-25	Detroit school millage campaign literature, 1980
4-5	Detroit United to Save Our Auditorium campaign, 1990-91
4-8	Ferency, Zolton; campaign literature, reports, 1978
3-13	Fishman, Al; campaign literature, n.d.
3-40	Fishman, Al; campaign literature, corres., misc., 1981-82
5-6	Ford Hunger March commemoration, 1992
4-9	Friedman, Bernard; campaign literature, resumes, 1986
4-10	Friedman, Eugene; campaign literature, 1986
7-32	Gleicher, Morris; biographical information, clippings, obituary, 1966-92
4-11	Glime, Raymond; corres., campaign literature, 1986
4-12	Goodman, Ernest; corres., campaign literature, 1980
4-13	Gubow, David M.; corres., campaign literature, 1983-90
3-27	Gubow, David M.; corres., misc., 1991

<u>Box-folder</u>	<u>Folder heading</u>
3-20	Henderson, Erma; campaign literature, 1979
2-16	Henderson, Erma; campaign literature, 1988
4-14	Henderson, Erma; campaign literature, clippings, 1972-73, 1977, 1981
4-16	Histadrut International Institute for Development of Corporate and Labor Studies; corres., misc., 1974, 1979
3-21	Hobson, Donald L., Judge; campaign literature, n.d.
4-19	Holley, Hubert; campaign literature, resume, 1983
3-8	Hommel, Flora; campaign literature, 1958-59
4-21	Hood, Morris; campaign literature, press releases, n.d.
2-6	Hood, Nicholas; biography, press release, n.d.
3-22	Hood, Nicholas; campaign literature, 1984
4-15	Hood, Nicholas; campaign literature, 1984
4-17 thru 18	Hood, Raymond; campaign literature, 1978
4-20	Houston, William; campaign literature, n.d.
4-29	Jackson, Murray; speeches, campaign literature, 1980
4-30	Jobes, Judge Clarice; corres., 1990
1-26	Kelly, Marilyn; press releases, 1988
4-31 thru 32	Kelly, Mary Jean; campaign literature, press releases, misc., 1987-90
2-2	Klanwatch, 1980
3-24	Knox, Patti; campaign literature, 1973
3-14	Laster, Judge Clarence; campaign literature, clippings, biographical information, n.d.
2-22	Lawrence Technological Institute; corres., 1981
3-31	Levin, Carl; campaign literature, 1970s
3-30	Levin, Sander; campaign literature, 1970-74
6-9	Liuzzo (Viola)—(Walter) Bergman Defense Committee, 1981
7-7	LoPatin, Norman; corres., speeches, press releases, 1982
3-29	Mahaffey, Maryann; campaign literature, 1976, 1985
5-15	Mahaffey, Maryann; campaign literature, 1982
7-10 thru 12	Mahaffey, Maryann; campaign literature, clippings, 1976-82, 1989
7-14	Mallet, Conrad; campaign literature, 1972
7-15	Martin, Rex; clippings, press releases, misc., 1988-91
7-16	Mast, Robert; oral history project, 1991
3-28	McNamara, Edward; campaign literature, 1982, n.d.
7-13	McNamara, Edward; campaign literature, corres., 1982
1-28	Michigan bicentennial license plate case; misc., 1980
3-2	Michigan Coalition to End Government Spying, 1976-77
2-1	Michigan Coalition to Stop S-1, 1976
7-17	Michigan Farm Union Coalition; speeches, press releases, misc., 1986
7-9	Michigan Tax Information Council, 1985
2-41	Millender flyer and brochure layout, 1983

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<u>Box-folder</u>	<u>Folder heading</u>
7-31	Millender, Pennie; campaign literature, resumes, corres., 1978, 1992
7-25 thru 30	Millender, Robert L. Memorial Fund Committee; minutes, misc., 1985-89
7-5 thru 6	Millender, Robert L. Memorial Fund Committee; minutes, clippings, corres., 1984
2-3 thru 5	Millender, Robert L., Memorial Fund; corres., reports, 1976-83
3-34	Millender, Robert L., Memorial Fund; misc., 1985
2-15	Miller, Annetta; campaign literature, 1986
7-21	MTLA (Michigan Trial Lawyers Association); corres., reports, newsletter, clippings, 1991
7-8	MTLA & Michigan Citizens Against Incompetent Medicine; speeches, releases, brochures, corres., 1984-86
press 3-35	MTLA ; misc., n.d.
5-22	National Lawyers Guild—Detroit chapter; annual dinner, 1978
3-33	National Lawyers Guild—Detroit chapter; newsletters, misc., 1966, 1969
2-42	Newman, Melvyn; campaign literature, 1979
5-29	Otis, Sheldon; campaign literature, resume, 1990
5-26	Ovshinsky, Harvey; clippings, biographical information, 1986-91
3-47	Pincus, Max; campaign literature, 1978
7-18	Police use of deadly force; corres., reports, 1981-83
1-30	Political campaigns; misc. literature, n.d.
3-23	Political campaigns; misc. literature, n.d.
3-26	Political campaigns; misc. literature, n.d.
3-32	Political campaigns; misc. literature, n.d.
3-37	Political campaigns; misc. literature, n.d.
3-38	Political campaigns; misc. literature, n.d.
3-41	Political campaigns; misc. literature, n.d.
5-30	Political campaigns; misc. literature, n.d.
3-10	Power, Sharon; campaign literature, 1974
5-28	Pro Detroit campaign; reports, corres., 1975
3-11	Ravitz, Allyn Carol; campaign literature, n.d.
4-24	Ravitz, Mel; campaign literature, 1973
5-24 thru 25	Red Squad files, 1986-91
5-27	Robb, Dean; campaign literature, 1986
5-16	Robeson, Paul, Week; advertising brochures, corres., 1978
6-1	Ryan, William; corres., campaign literature, 1982-84
6-2	Shapiro, Sidney; corres., 1979-80
6-6	Shapiro, Sidney; corres., clippings, misc., 1979
6-13	Straus, Kathleen; campaign literature, n.d.
5-12 thru 14	Sugar, Maurice and Jane, Law Center for Economic and Social Justice, 1990

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<u>Box-folder</u>	<u>Folder heading</u>
6-7	Sullivan, Judge Joseph B.; campaign literature, 1974
5-18	Sullivan, Judge Joseph B.; campaign literature, resumes, 1986
6-10	Tarrow, Arthur J.; campaign literature, n.d.
5-23	Tennen, Judge Harvey F.; campaign literature, 1990
5-19	Tennen, Judge Harvey F.; campaign literature, resume, 1990
3-42	Tisch amendment campaign literature, n.d.
5-20	Turner, Samuel; resumes, press releases, 1986
5-21	Turner, Samuel, for Wayne County Executive campaign, 1986
5-17	Urban Alliance; corres., reports, campaign literature, 1973
5-11	Varner, Nellie; campaign literature, 1980
5-10	Wayne State University College of Lifelong Learning; clippings, corres., 1982
3-43	Williams, G. Mennen; campaign literature, corres., 1981
6-8	Young, Coleman; biographical information, n.d.