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Morton I Zieve

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| BIRTH | 1927 |
| DEATH | 8 Aug 2005 (aged 77–78) |
| BURIAL | Beth El Memorial Park Cemetery Livonia, Wayne County, Michigan, USA |
| MEMORIAL ID | 11517723 · |

When businesses, from Hiram Walker to Big Boy restaurants, wanted to tell their story, they often went to see Morton, the chairman of Troy-based Simons Michelson Zieve (SMZ) Advertising. "He was unique because he was essentially a creative person, but he also was an account supervisor," said Jim Michelson, president of SMZ, who worked with Mr. Zieve for more than 40 years. "He was good at both." Morton earned degrees in theater from Wayne State University and Stanford University and always brought a theatrical flair to his work. He started his career in television in the 1950s, directing and producing shows for WXYZ-TV including "Auntie Dee," "Lunch with Soupy Sales" and the "Soupy Sales Show." He worked for a while for Stone & Simons Advertising. In 1961, he joined Simons Michelson Co. a firm founded by Michelson's father, Lawrence Michelson, and his father-in-law, Leonard Simons. He said he never intended to work for the family firm, but he agreed to do it after running into his father-in-law at the office of an advertising client they were both pitching for business. "He was one of the most loyal, caring friends and associates I've ever had," said Tony Michaels, CEO of Big Boy Restaurants International, a client of the firm for more than 30 years. "I wasn't just a client to Mort. We had a bond and he often served as a mentor to me." His other passion was the arts and community involvement. He served on the board of the Michigan Opera Theatre for 25 years and gave his time to the Detroit Historical Museum, Karmanos Cancer Institute, the Muscular Dystrophy Association, Eton Academy, Temple Beth El and the Holocaust Center. In 1998, the American Jewish Committee gave Mr. Zieve and his wife, Mary Lou, the Distinguished Jewish Community Service Award. A resident of Bloomfield Hills, he died from prostate cancer at the University

of Michigan medical center in Ann Arbor. Survivors include his wife of 47 years, Mary Lou; a son, Robert; a daughter, Melissa Miller and two grandchildren.

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