



L A L E

THE GEORGIANA AND MAX LALE LECTURES

sponsored by

The East Texas Historical Association

MAX S. LALE

Max Sims Lale was an ardent participant in historical and preservation activities in Texas, though a native Oklahoman and graduate of the University of Oklahoma. He developed his interest in his adopted state early in his career as a newsman in Marshall soon after World War II.

Mr. Lale was born August 31, 1916, at Shawnee, Oklahoma, into a family with pioneer connections to the state. One of his grandfathers immigrated to the Cherokee Nation in 1885, and the other homesteaded in Pottawatomie County in 1891.

A decorated lieutenant colonel and veteran of four campaigns in Europe, Mr. Lale's newspaper career took him from Marshall to Greenville, where he was publisher of the *Herald-Banner*, and back to Marshall as manager of communications and publications for Thiokol Corporation, a defense contractor at Longhorn Army Ammunition Plant.

Mr. Lale served as a member and chairman of the Harrison County Historical Commission for many years, earning the commission a half-dozen Distinguished Service Awards from the Texas Historical Commission.

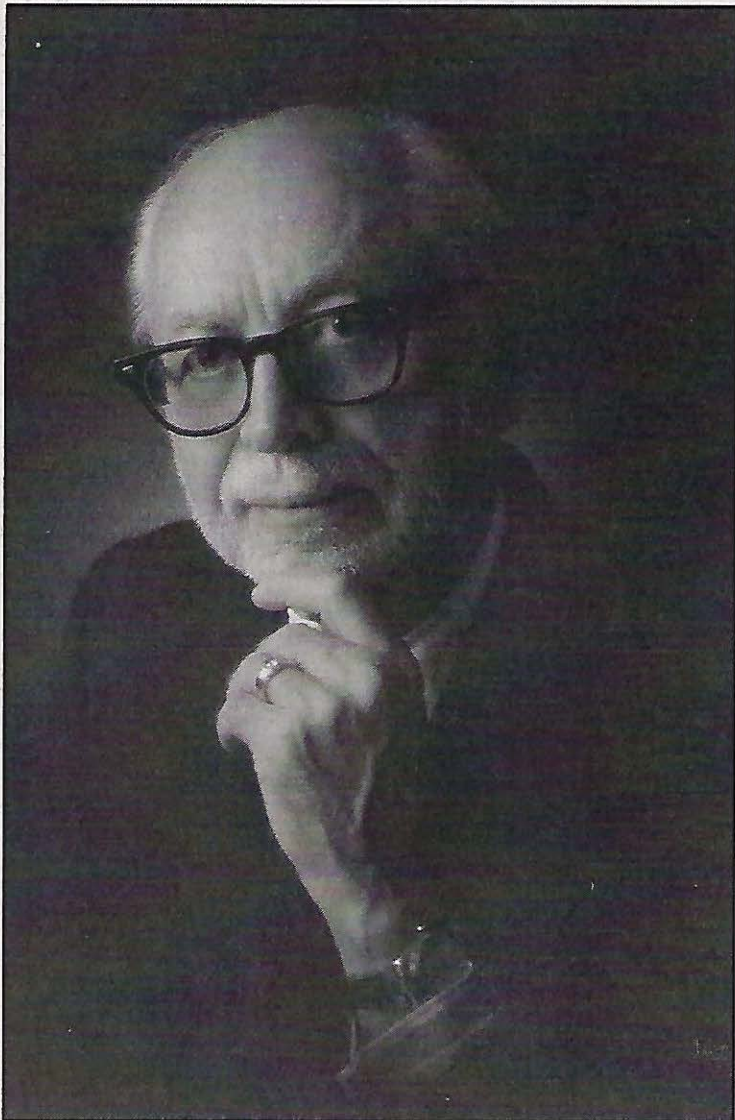
Author of several books and monographs on Marshall and Harrison County history, his works also have included articles in the *Southwestern Historical Quarterly*, *East Texas Historical Journal*, *Red River Valley Historical Review* and other historical publications, as well as book reviews in a variety of journals and newspapers.

Mr. Lale appeared before meetings of several Civil War Round Tables, Sons of Confederate Veterans, and Daughters of the Republic of Texas, as well as an annual meeting of the Oklahoma Historical Society.

Mr. Lale was a fellow and past president of the East Texas Historical Association and a past president of the Texas State Historical Association, for which he had served on many committees and before which he appeared at annual meetings.

Mr. Lale married Cissy Stewart Lale, also a past president of the Texas State Historical Association, in 1983, and they resided in Marshall and Fort Worth. They were the first husband-and-wife who served in this capacity in the Association's centenary.

Mr. Lale passed away on April 22, 2006 and was buried near Georgiana in Marshall, Texas.



MAX SIMS LALE

August 31, 1916 - April 22, 2006

GEORGIANA ASPLEY LALE

Georgiana Aspley Lale was a native Texan, born July 25, 1917, in Denison. She died July 18, 1982, after many years of residence in Marshall.

Mrs. Lale attended Texas Woman's University (then College of Industrial Arts) for two years, 1934-1936, and the University of Oklahoma, 1936-1938, where she received the Bachelor of Arts degree. She and her husband, Max S. Lale, were married February 9, 1938.

Mrs. Lale was a dedicated volunteer in many programs in Marshall, including a Red Cross group which she organized to assist the staff of a nursing home and a sewing group which she organized to fund activities at the Allen House in Marshall, sponsored by the Harrison County Conservation Society.

Despite such activities, Mrs. Lale was a devoted wife and companion and supporter of her husband's varied historical and preservation activities, and developed a statewide friendship among other like-minded individuals.

Perhaps the best tribute to Mrs. Lale's life was delivered by Bill Moyers on his nightly CBS News program on the day of her funeral, July 20, 1982. In part, he commented:

"A friend of mine died Sunday and was buried today in a cemetery among the pine trees of East Texas. Her name was Georgiana Lale, and she is mourned in a small place as a president and poet laureate might be by a nation at large. . . Everyone knew that she carried on a long affair with the past, not for the sake of nostalgia but out of a kinship with all that lived then and now. If you go to Marshall, you will see her handiwork where old homes have been restored with great respect and only a touch of romance. . . I cannot count the ways she mattered, or her kind everywhere. If you look closely at the fabric of civilization which overlays the passion of this race, you will discover it held together with tiny rows of thread stitched by the hands of anonymous folk. No community makes it without them, no school, no church, no neighborhood or society. They hold their loyalties with an integrity stronger than any gale but death.

"Anonymous, yes.

"Except for those who know them."



LLOYD MAY "CISSY" STEWART LALE

Born in Port Arthur, Texas, her mother named her Lloyd May but an older brother dubbed her "Cissy."

Cissy Stewart moved to Cleburne at age six, graduated from Cleburne High School, and entered the University of Texas in 1941 to study journalism. She was on the staff of *The Daily Texan*, and her beat included men's sports. It was wartime and women often filled jobs done by men.

Needing additional courses to graduate, Cissy filled in the rest of the semester with every class offered by UT's eminent historian, Walter Prescott Webb. Doing so came at great sacrifice to her grade point average, because they were all graduate level and as an undergraduate she had to accept a "C" in each class no matter how well she did.

Cissy's first job was reporter for the *Wichita Falls Record-News*. She was then hired as women's editor of the *Marshall News-Messenger* where she met reporter Max Lale and his wife, Georgiana, a friendship she maintained until Georgiana's death in 1982. At age twenty-three Cissy was named editor of the *Cleburne Times Review*, then joined the *Fort Worth Star-Telegram*. In her thirty-eight year career there she served as women's editor, art and fashion writer, and sandwiched a five or six day per week column between regular responsibilities. Memorable assignments including covering the opening of the Amon Carter and Kimball Art museums, inaugurations in Austin and Washington, D. C., Lucy Johnson's wedding at the White House, and the America's Cup Sailing Competition in Freemantle, Australia.

In October 1982, Cissy and a *Star Telegram* photographer came to Marshall to cover the filming of Bill Moyers, Emmy-Award winning "Marshall Texas/Marshall Texas," a segment of which was "Max Lale Day," held on the town square to honor Marshall's leading historian. Friendship blossomed into something greater and she and Max married October 9, 1983.

Cissy retired in 1987 and began a freelance career. She also found time to serve as national president of Women in Communication, was a member of the Women's Club of Fort Worth, Women's Shakespeare Club, Fort Worth Garden Club, Tarrant County Historical Society, and Historic Fort Worth, Inc. She was president of the East Texas Historical Association and followed in Max's footsteps as president of the Texas State Historical Association. Each was instrumental in shepherding the *New Handbook of Texas* to publication.