

Utility Executive Passes, Funeral Services 10 a. m.



William Alvin Moore

Funeral services for William Alvin Moore, 37, vice-president and general sales manager of the Mississippi Power and Light company, who died yesterday at a local hospital, will be conducted from Galloway Memorial Methodist church this morning at 10 o'clock.

The body will lie in state at the J. S. Love home, 932 North State street, until the hour of services to be conducted by Dr. B. L. Sutherland and Dr. W. A. Hewitt with interment in Lakewood Memorial Park.

He had been ill two weeks and passed away quietly at 8:30 Monday morning after taking a turn for the worst late Sunday night.

The general offices of the power company in the Lampton building, where Mr. Moore rose to the high position of vice-president, will be closed today up until the noon hour after the funeral.

Prominent officials of the company and his close friends will act as pallbearers, including Rex I. Brown, T. W. Crockett, George W. Godwin, L. M. Taylor, John Kimball, B. M. Davis, E. H. Nation and H. B. Sargent. Directors of the company and a long list of his associates will serve as honorary pallbearers.

Mr. Moore is survived by his wife, Mrs. Eloise Love Moore, two sons, William Alvin, Jr., 5 years old; and Jim Love, age two; his mother, Mrs. Birdie V. Moore, of Atlanta; a sister, Mrs. Claud Grizzard, also of Atlanta, an uncle, Hoke Vandigriff, of Montgomery, Ala.; and a grandmother, Mrs. W. C. Vandigriff, of Atlanta.

Appointed Colonel

Before he passed away the young executive, who was actively interested in American military affairs, was delighted last Saturday in his appointment by Major General Grayson to colonel on the staff of the Home Guard and as Intelligence Officer and Coordinator of Industry in the State of Mississippi.

Colonel Moore had eight years military training at Boys School in Atlanta and at Georgia Tech where he was graduated the honor man in the class of 1924 in electrical engineering, and served for ten years in the organized reserve officers corps.

On his record in engineering at Georgia Tech, Mr. Moore was selected by the General Electric Company to complete an advance course in engineering sales training and special test courses.

He came to Mississippi in February of 1929 as Industrial Sales Manager of the Mississippi Power and Light company from the General Electric Company and played an important part in the industrial development activities of Jackson and Mississippi.

Advanced Rapidly

One of the outstanding electrical engineers and sales managers in the utility business of the south and nation, Mr. Moore advanced rapidly in the company and on November 10, 1937, was elected vice-president and placed in charge of sales by the company's board of directors.

He was active in the civic and church affairs of Jackson, being a member of the Galloway Memorial Methodist church. He was a member of the Phi Kappa Phi honorary scholastic society.

Known to thousands of Mississippians as "Al", the young Georgia electrical engineer made many friends in his contacts in connection with his work.

He was married a few years ago to Miss Eloise Love, daughter of Mr. and Mrs. J. S. Love, of Jackson. Mr. Love was for many years state superintendent of banks.

Honorary pallbearers will be the following directors of the Mississippi Power and Light company: S. R. Whitten, Jr.; M. P. Sturdivant, Glendora; L. A. Dickey, McComb; W. T. Wynn, Greenville; T. W. McCoy, Vicksburg; J. T. Thomas, Grenada; and J. M. Hartfield, Jackson; and Major General Thomas Grayson; Forrest B. Jackson; Garner Green, Sr.; W. E. Wilson, Monroe; E. E. Laird; E. T. Woolfolk, Tunica; Chester Underwood; X. A. Kramer, McComb; Ray C. Burrus, New York; Dr. Lock S. Meriwether; L. M. Gaddis; Dr. H. F. Magee; Mayor J. C. Hamilton, Vicksburg; Paul Lyman, Raleigh, N. C.; L. V. Sutton, Raleigh, N. C.; Warren Todd; Mayor Walter A. Scott; Commissioner A. F. Hawkins; Commissioner R. M. Taylor; and all members of the Mississippi Power and Light company organization, and G. C. Rowls, New Orleans.