

W. AL MOORE, NOTED UTILITY LEADER, DIES

William Alvin Moore, 37, vice president and salesmanager of the Mississippi Power and Light Company, died at 8:30 Monday morning after an illness of two weeks.

Known to thousands of Mississippians, as "Al" Moore, the young Georgia electrical engineer has a large hand in recent years' industrial development of Mississippi. He was especially active in working with local committees in many communities in seeking new industries.

Because of his wide knowledge of Mississippi industrial operations, Mr. Moore had been tendered on Saturday appointment as co-ordinator of industry for Mississippi, with the title of lieutenant colonel and intelligence officer in the new state Home Defense setup. One of his last acts was dictation of a letter Saturday night to Adjutant General Thomas J. Grayson, accepting the appointment. Neither Mr. Moore nor General Grayson realized his desperate condition. Close friends who were allowed to see Colonel Moore Saturday said he was thrilled over his appointment and a chance to work for the state in the defense program. As a long-time member of the Organized Army Reserves, he had kept in close touch with the nation's defense plans.

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.

Al Moore was born in Atlanta June 27, 1903, and attended the Boys High school there, before attending Georgia Tech, where he was graduated as honor man of the class of 1924. Because of his college standing, he was selected by the General Electric Company for an advanced course in engineering, sales training and special test work. He stayed with the G-E organization until February, 1929, when he came to Mississippi as industrial sales manager of the Mississippi Power and Light company.

Rapidly advancing in the company, Mr. Moore was elected vice president and placed in charge of sales by the company's board of directors in 1937. In addition to taking an active part in the state's industrial development, Mr. Moore kept up with engineering trends and was recognized as one of the outstanding electrical engineers and utility sales managers in the entire South.

Mr. Moore was actively interested in American military affairs throughout his life. He had eight years military training in high school and college, and served in the organized reserve corps for ten years.

Active in church work, he was a member of the Galloway Memorial Methodist church here. He was a member of Phi Kappa Phi honorary scholastic fraternity.

In addition to his widow, Mrs. Eloise Love Moore, he leaves two sons, William Alvin, Jr., aged 5, and Jim Love, aged two; his mother, Mrs. Birdie V. Moore, of Atlanta, and a sister, Mrs. Claud Grizzard, Atlanta, all at his bedside when the end came; and an uncle, Toke Vandigriff, Montgomery and his grandmother, Mrs. M. C. Vandigriff, Atlant.

Funeral services will be conducted from Galloway Memorial Methodist church Tuesday at 10 a. m. and the body will lie in state at the J. S. Love home, 932 North State street, until the hour of service.

Dr. B. L. Sutherland, pastor of Galloway Memorial church, of which Mr. Moore was a member, and Dr. W. A. Hewitt, pastor of the First Baptist church, will conduct funeral services. Interment will follow at Lakewood cemetery.

Out of respect to Mr. Moore, general offices of the Mississippi Power and Light company in the Lampton building will be closed until noon Tuesday.

Active pall bearers will be: L. M. Taylor, John Kimball, B. M. Davis, E. H. Nation, T. W. Crockett, G. W. Godwin, H. B. Sargent, and R. I. Brown.

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