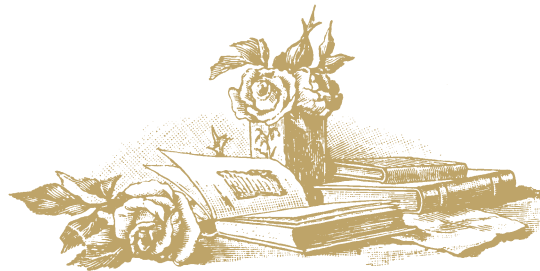


FAIR VIEWS



Dedicated to a Future as Proud as Our Past

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Fair View Cemetery Reaches 120th Milestone

On February 14, 1890, when Roanoke was Big Lick, a small group of leading citizens established Fair View Cemetery. What pride they would have ~ over 120 years later ~ that their contribution of the 73-acre memorial park continues with the preservation and enhancement of these historic grounds while “Honoring Our Heritage... Dedicated to a Future as Proud as Our Past”.

- In 1909, Fair View Cemetery established one of the first perpetual care programs in the nation, and the first in Virginia. As the cemetery entered the 1980s, it was clear the perpetual care fund alone did not provide the necessary funds for long-range improvements.

continued on page 2



Fair View manager coming to work on a horse-drawn carriage. Salem Turnpike Entrance – Circa 1920



Honoring the Memory of Dr. Claude Moore

1892 – 1991

A simple monument at FairView Cemetery marks the final resting place of a colorful and successful athlete, physician, World War I Veteran and benefactor; known for his public generosity and personal frugality.

A native of Southwest Virginia, Dr. Moore spent his childhood in Radford, later moving to Roanoke where he attended high school. Moore took two years of pre-medical courses at Roanoke College before enrolling in UVA, where he balanced academics, athletics, and a Pathology Department assistantship for the next four years. These accomplishments were a great source of pride to him, along with the 1915 season victory over Yale.

With U. S. involvement in World War I imminent, he enlisted in the Army Medical Corps. For a year after the armistice of November 1918, Moore remained in the corps in France, attaining the rank of Captain. He returned to private practice in Roanoke in 1920. In 1926, the Mayo Clinic accepted him in its radiology program, and he became a specialist in the service. After the Mayo residency, he took the position of full professor and Radiology head for the George Washington University Hospital, later returning to private practice. After retirement, he shrewdly capitalized on the regional post-war development boom, and his investments in real estate proved immensely lucrative.

Dr. Moore established the Claude Moore Charitable Foundation in 1987 to enhance educational opportunities for young people in Virginia and elsewhere, specifically seeking to help the talented and underprivileged to maximize their educational development. The Foundation has contributed more than \$43 million to non-profits since its inception. As a result of Dr. Moore's generosity locally, the Foundation contributed \$1 million for the development of the Culinary Arts School in association with the Higher Education Center; and endows a scholarship program at Roanoke College.

120th Anniversary – *continued from page 1*

During the early years, families would buy 12 or more spaces, and in some cases up to 48 spaces, with little investment for future care and necessary maintenance.

- In May 1983, the Fair View Foundation was created to safeguard the cemetery's future. The Foundation is a non-profit, non-stock corporation that can receive tax-deductible contributions toward cemetery care, beautification and capital improvements.
- Approaching the Centennial Commemoration, the Fair View Foundation launched the Fair View Centennial Campaign to raise the necessary funds to resurface the 2.3 miles of driveways, landscape 10 flower gardens, replace old and damaged trees and shrubs, replace the aged water system which was originally installed in 1893, repair or replace fencing around the entire perimeter, repair the bases of hundreds of memorial markers, install street signs, and purchase updated equipment and vehicles.
- Memorial Day, May 28, 1990, brought hundreds of friends, students, veteran organizations, civic, community and religious leaders who paid tribute to the proud history of Fair View and to the memory of those interred within. It also marked "a new beginning" as improvements were unveiled, and future needs reviewed.
- The kind response of benefactors enabled us to move forward with the much-needed improvements during the past decade. However, the funding needs continue as we work diligently to maintain these treasured grounds.

We extend appreciation to those who let us know how important Fair View is to you and to the memory of your loved ones. It is through your interest that we must depend for preservation and improvements for generations to come.

Visit our web site for information on Fair View Cemetery and Cedar Lawn Memorial Park, including the Genealogy Search which records the names of all those interred since the establishment of the cemeteries.
www.thefairviewgroup.org



Private Columbarium Now Available at Fair View



As we continue our dedication to meet the desires of lot owners, we are now offering on certain family burial estates the opportunity to purchase a personal and private Family Columbarium. This attractive memorial allows additional family members, who choose Cremation, to be placed with other family members. Two and Four Niche units are available, permitting four or eight Inurnments. Please call our office for further details: 540.344.4263

ROANOKER Magazine Recognizes Fair View's Long History in Business

The ROANOKER Magazine, featuring the area's oldest businesses, recognized Fair View Cemetery for its 120 years of service in the March/April 2010 issue.

The article acknowledged Fair View as one of the first privately owned cemeteries for public use in Virginia, and that in 1909, it became the first cemetery in the state to establish a perpetual care fund. This act was instrumental in the passing of a state law in 1918 that made such funds mandatory.

The article also noted Fair View as the final resting place of thousands of Veterans who served in the Civil War, Spanish American War, World War I and II, Korean War, and the Vietnam War along with many of Roanoke's leading citizens, including eleven Mayors and many prominent business leaders who pioneered and built Roanoke.

Printable Maps Available on Web Site

Descendants, historians and student groups find the Walking Tour Map and Map of Fair View invaluable when visiting historic Fair View. Both printable maps are now available on our web site. If you need assistance in locating the final resting place of a loved one, you may visit our office and a member of our staff will mark the map and direct you to the location.



*The Fair View Foundation gratefully acknowledges those who have generously contributed
to the preservation, maintenance and beautification programs
to preserve Fair View Cemetery for future generations.*



NOVEMBER 2009 - OCTOBER 2010

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His Grandparents, Dr. and Mrs. J. W. Preston,
and the family of Dr. and Mrs. A. P. Jones,
and their sons Beverly and Alex



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The loss of a loved one is difficult under any circumstances. Pre-arrangements ease the burden for family members, and offers cost savings and a better selection of spaces at both Fair View Cemetery and Cedar Lawn Memorial Park. Monthly values are shown on our web site. Easy monthly payments are available to suit any budget, and there are no interest charges. For complete answers to your questions, please call our office.



Burials and Memorial Markers

We invite your inquiry regarding traditional in-ground burials including double-depth where possible, burials vaults, granite or bronze memorials. At Fair View and Cedar Lawn, you may choose a Cremation Site or Columbarium Niche, and individual or family lots. Remember that when you purchase vaults or memorials from Fair View or Cedar Lawn, you are providing funds for continual care.



The Fair View Foundation has been established to receive tax-deductible memorials, gifts and contributions of any form, whether it be for a specific capital improvement or for the general care of the cemetery grounds.

When making memorial gifts, list the name of the person in whose memory you give the gift. Please make checks payable to:

The Fair View Foundation
P.O. Box 6231 • Roanoke, VA 24017

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