

16 The Desert Sun

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## Palm Springs Suffers a Tragedy

An explosion, a flash of bright light on the hills east of the valley has brought to Palm Springs a tragic shock, to hundreds a loss of warm friends, to everyone here the loss of a constructive force in their community.

The Alexanders are dead: George and his wife, Jimmie; their son, Bob, and his wife, Helene. They and four companions died in that flaming air crash Sunday night.

No one can express the loss. Each of eight persons had value beyond calculation to their loved ones and uncounted friends. The tragedy sweeps widely.

The community's loss, too, beyond the personal one, is difficult to express. "Alexander" was a name synonymous with development on the desert, especially in Palm Springs.

Their business was building, and in Palm Springs this took a new concept. Because of their vision, Palm Springs itself took a new shape and a new direction in development.

They believed that in this luxury community quality homes could be built to fit the budgets of lower and middle income families and they built them to prove they were right. As a result, hundreds of families of wage earners who formerly lived in Banning or Indio live here. They live and spend their money where they earn their money. Because of the Alexanders, Palm Springs has not only grown, it has grown in a much more balanced and solid way.

Only recently, they turned their energies to yet another project, further improvement of Palm Springs famed Racquet Club, in which they purchased a major interest and were negotiating for full ownership.

The Alexanders were constructive too, in community affairs.

George's activities included a seat on the Palm Springs Economic Development Commission. He contributed his energies to the Braille Institute and Mt. Sinai Hospital.

Bob's most prominent recent contribution to community life was serving for the past two years as president of the Desert Circus, a tough job of paramount importance to one of the city's most important promotions.

But his civic work had been long and diligent. He long was a strong worker and had recently become treasurer of the Palm Springs Boys' Club. He was active in the Desert Riders, Los Compadres and the City of Hope activity here.

Helene Alexander was co-chairman of the bloodmobile committee of the Desert Hospital Auxiliary and contributed energies to many benefits.

The Alexanders, all of them, were known as consistent contributors to a long list of activities to improve their chosen community.

The Alexanders were an important part of Palm Springs. They were builders — in the broad sense, the way of importance to the people around them.