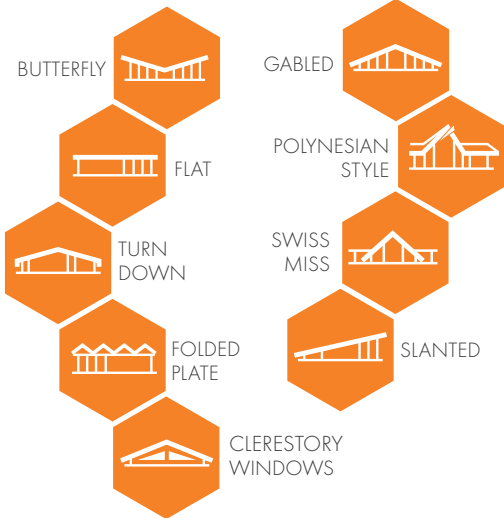


CALIFORNIA MODERN STYLE BY AREA



THE "ALEXANDERS"

Between 1947 and 1965 the Alexander Construction Company, owned by father and son team George and Robert Alexander, built over 2,200 homes in the Palm Springs area. These communities were primarily designed by Dan Palmer and William Krisel and helped define what is now known as the Southern California Modern style. Today these homes are referred to simply as "Alexanders."

- 1 Twin Palms:** The Alexander Const. Co.'s first development was begun in 1957 and was called "Smoke Tree Valley." It featured identical 1,600 sq. ft. floor plans differentiated by roof line: the butterfly, gabled, and a flat roof design.
- 2 Vista Las Palmas:** Built between 1957 and 1961, "Las Palmas Estates" became popular with the Hollywood elite. Using a larger 2,000 sq.ft. base floor plan, there were four roof profiles: the butterfly, gabled, flat, and 15 of Charles DuBois A-frame design (a.k.a. the "Swiss Misses").
- 3 Racquet Club Road Estates:** In 1959 the Alexander Co. created this affordable tract of 1,200 sq.ft. homes. The 5 elevations include: the butterfly, the narrow, wide, and side, gabled roof, and the flat roof profile.
- 4 Little Beverly Hills:** Originally named "Ramon Rise" after its signature house design by William Krisel, the Alexander Co. began construction in 1958.
- 5 Sunmor:** Although started by developer Bob Higgins in 1955 who built the first 11 homes, the Alexander Co. acquired and completed this housing tract in 1958 using William Krisel's Ramon Rise designs.
- 6 Green Fairway Estates:** A Donald Wexler design, these 35 homes along the east edge of Tahquitz Golf Course are known for their Polynesian Style. Built in 1964, this was the last development built before the Alexanders died in a tragic plane crash.

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