



## Jo Alexander

June 25, 1925 - December 12, 2011

Myrtle Beach...Jo Alice Alexander, age 86, wife of the late Frank Hugh Alexander, of Socastee Boulevard, died Monday, December 12, 2011 at Conway Medical Center surrounded by family and friends.

Mrs. Alexander was born and raised in St. Francis County, MO, daughter of the late Frank Webb Hughes and Virgelene H. Butts Hughes. She had a successful career in business. Prior to moving to South Carolina in 1969, she was fashion buyer in New York City for several large department stores, and later in Tennessee she was a buyer for a national textile company. The consummate beauty, she modeled in New York City and was crowned Miss Coca Cola. She is well known in Conway as the beloved matriarch of the Daisy Fair Flowers. She was a devoted, compassionate and loving wife and mother. Her love and kindness will be missed by all who know her.

Surviving include her son, Ed Alexander and his special friend & partner Rebecca Allen; her daughter, M. J. (Mitty) Alexander of Alexandria, VA; and the special brother that she never had, David Summers of Conway, SC.

A graveside service will be held 1:30 PM Friday in the Hillcrest Mausoleum Chapel with Rev. Ray Smith officiating. Entombment will follow in Hillcrest Mausoleum.

Please sign our guestbook at [www.goldfinchfuneralhome.com](http://www.goldfinchfuneralhome.com)

Goldfinch Funeral Home, Conway Chapel is in charge of arrangements.

# Cemetery Details

## Hillcrest Cemetery

1000 Hwy 544  
Conway, SC 29526  
(843) 347-4909  
<https://www.hillcrestcemetery.com/>

# Previous Events

## Service

DEC 16. 1:30 PM (ET)

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1000 Hwy 544  
Conway, SC 29526  
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# Tribute Wall

YC

“ To the family of Mrs. Jo i would like to say to you I am truly sorry for your loss and that I admired her very much. She was a kind, caring, and loving lady. Love in Christ, Yvonne Callahan

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**Yvonne Callahan** - December 13, 2011 at 06:12 PM

YC

“ Yvonne Callahan lit a candle in memory of Jo Alexander



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**Yvonne Callahan** - December 13, 2011 at 06:09 PM