

*The Walled Oasis*  
of **BISKRA**

*"IN THE COACHELLA VALLEY"*



*An Interpretation of the American Desert  
in the Algerian Manner*

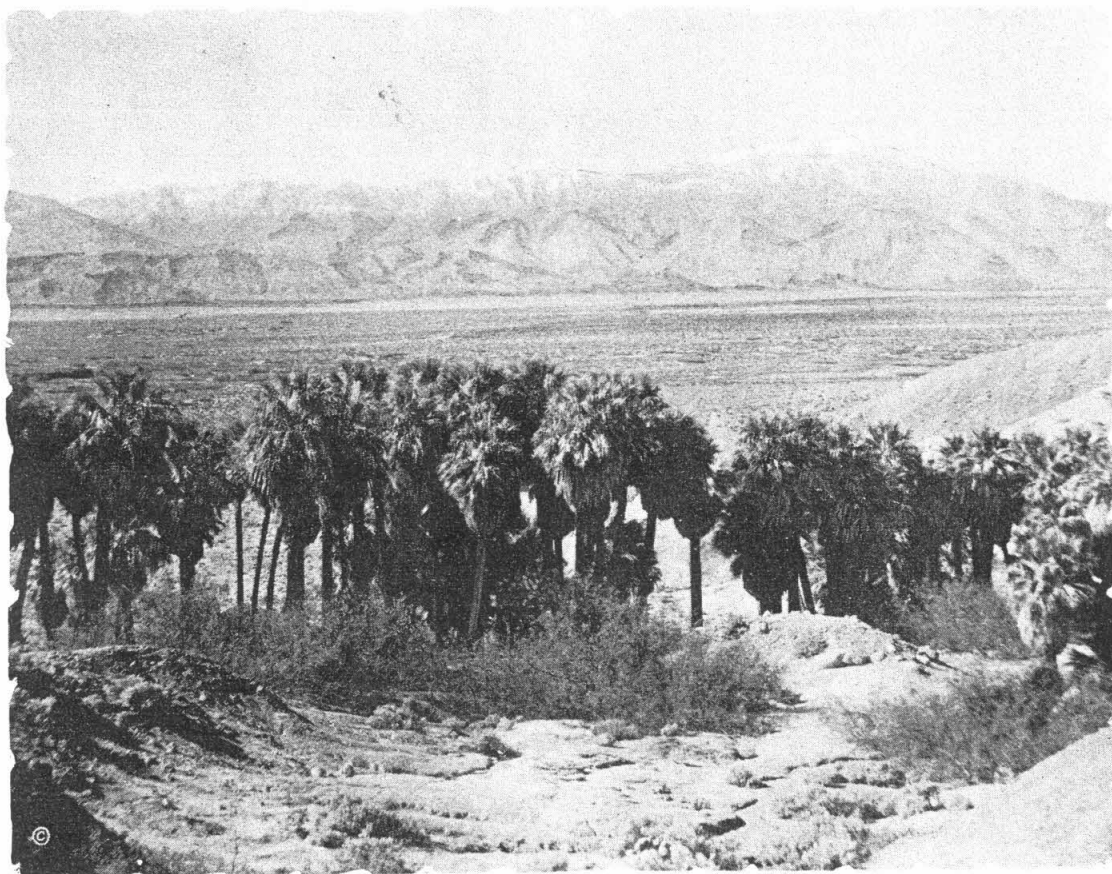
CHAS. H. JONAS, FOUNDER  
QUINBY BUILDING LOS ANGELES, CALIF.



## DESERT GRANDEUR



CLUSTERING by hundreds on slightly ground overlooking a vast and fascinating desert valley stand the palms of the unique Oasis of Biskra. Nowhere else in America is there such a setting, such an inspiring and beautiful location. These stately tropical trees were planted decades ago by nature. A few hundred feet below the grove stretches the floor of a vast desert valley, the Coachella, its hues changing every hour of the long sunlit days. In the background a mighty range of mountain peaks is flung across the horizon for a hundred miles.

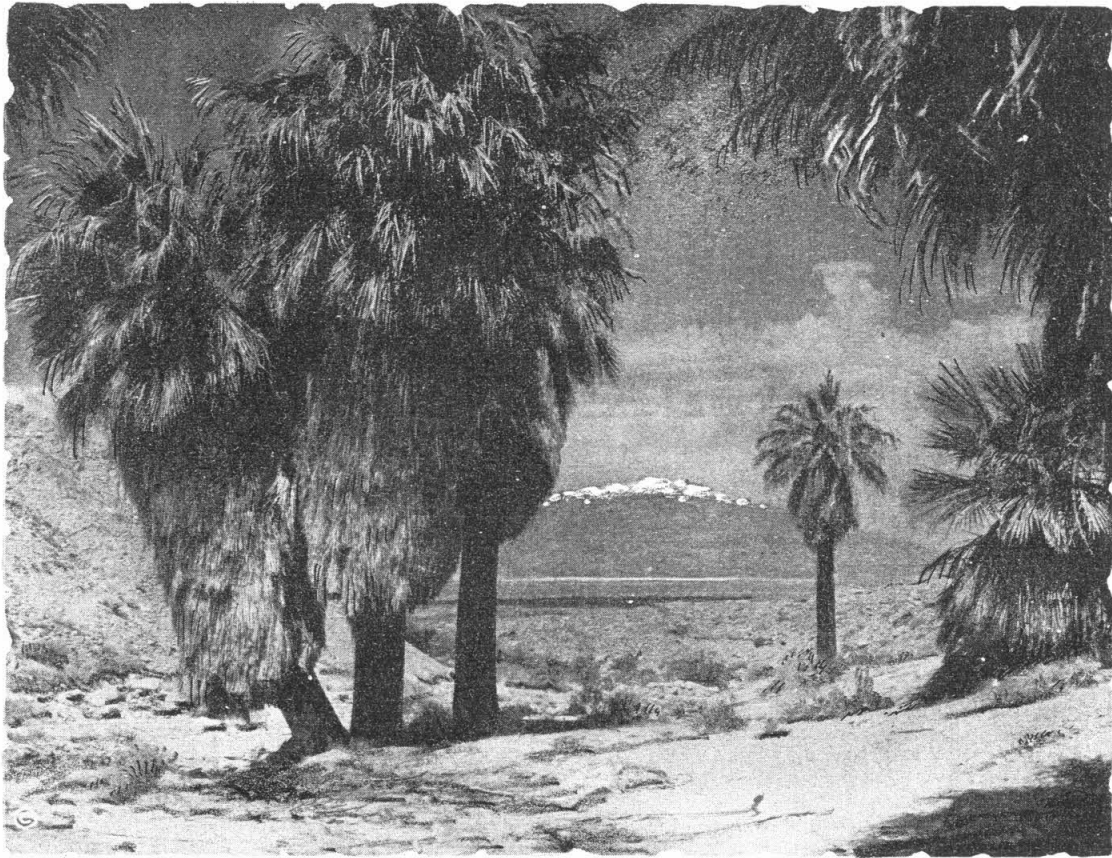


Just as this Oasis is unique among the scenic beauties of America so is the conception of its development one of unmatched distinction. Here the peculiar characteristics of desert and mountain topography, the unusually beautiful collection of palms, and the delightful climate of the winter months are strikingly similar to conditions found in and around the most famous resort of Biskra in the Algerian Sahara, making here in the Coachella Valley a veritable New World Biskra.

Thus is made available to the desert lovers of America all the charm and mellow flavor of its counterpart in Africa, the "Paris of the Sahara."

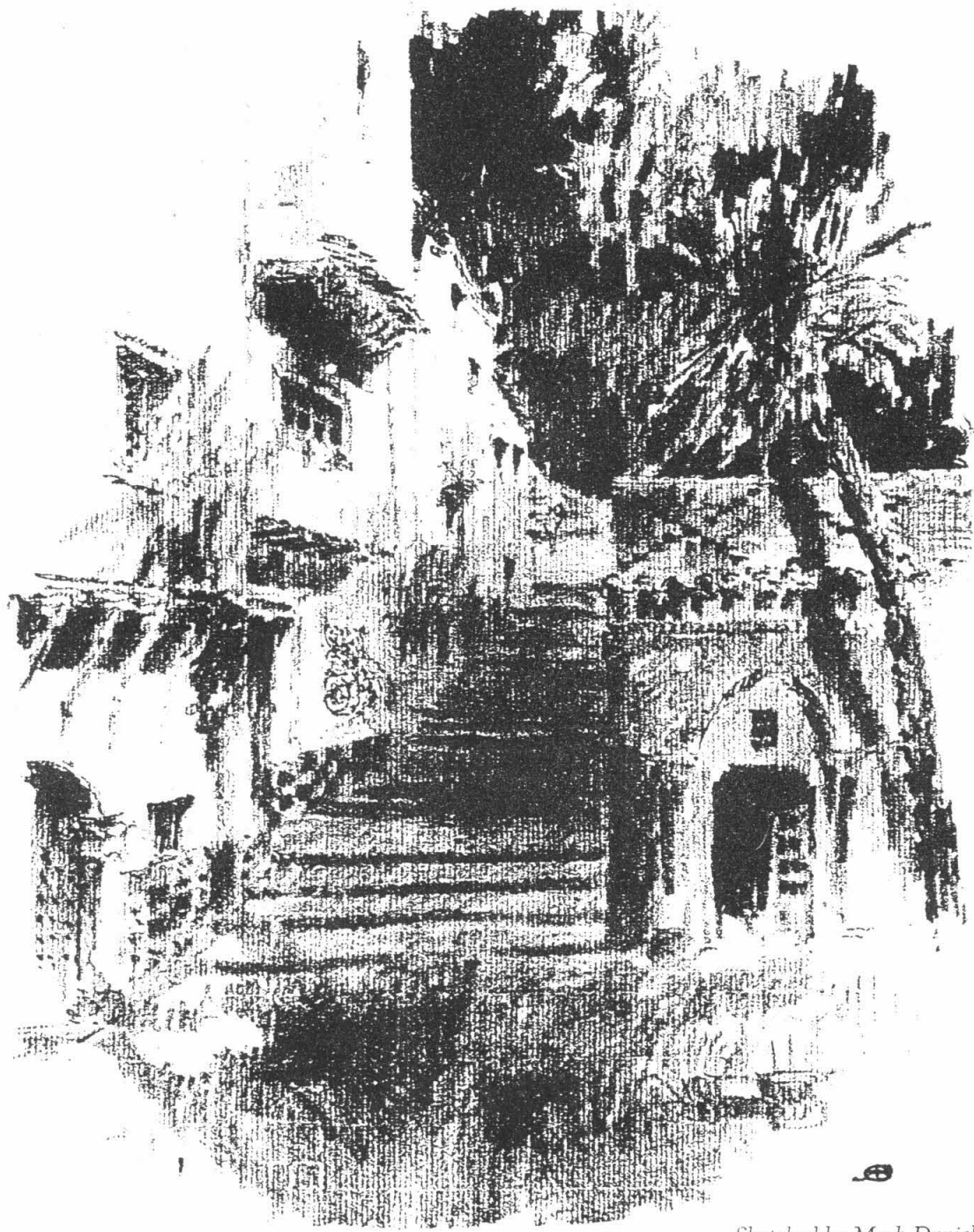


*Jungle-like clusters of Washingtonia palms reproduce perfectly  
the settings of Algerian Oases.*



## VOGUE of THE DESERT

**T**HE POPULARITY of the desert with Californians and tourists which has become so pronounced in the last few years, marks another step in the swift development of the great Southwest. People from all parts of America are finding inspiration and complete recreation amid these vast, fascinating landscapes. Every feature and appointment of Biskra has been determined with a view to the fullest enjoyment of this marvelous oasis and its near-by points of unique interest. The latter include the Salton Sea and its strange boiling "volcano pots" on Mullet Island, Painted Canyon, the Sand Dunes, Palm Canyon, Magnesia Cascade, the Government Date Garden, Numerous Bridle Trails, etc.



*Sketched by Mark Daniels*

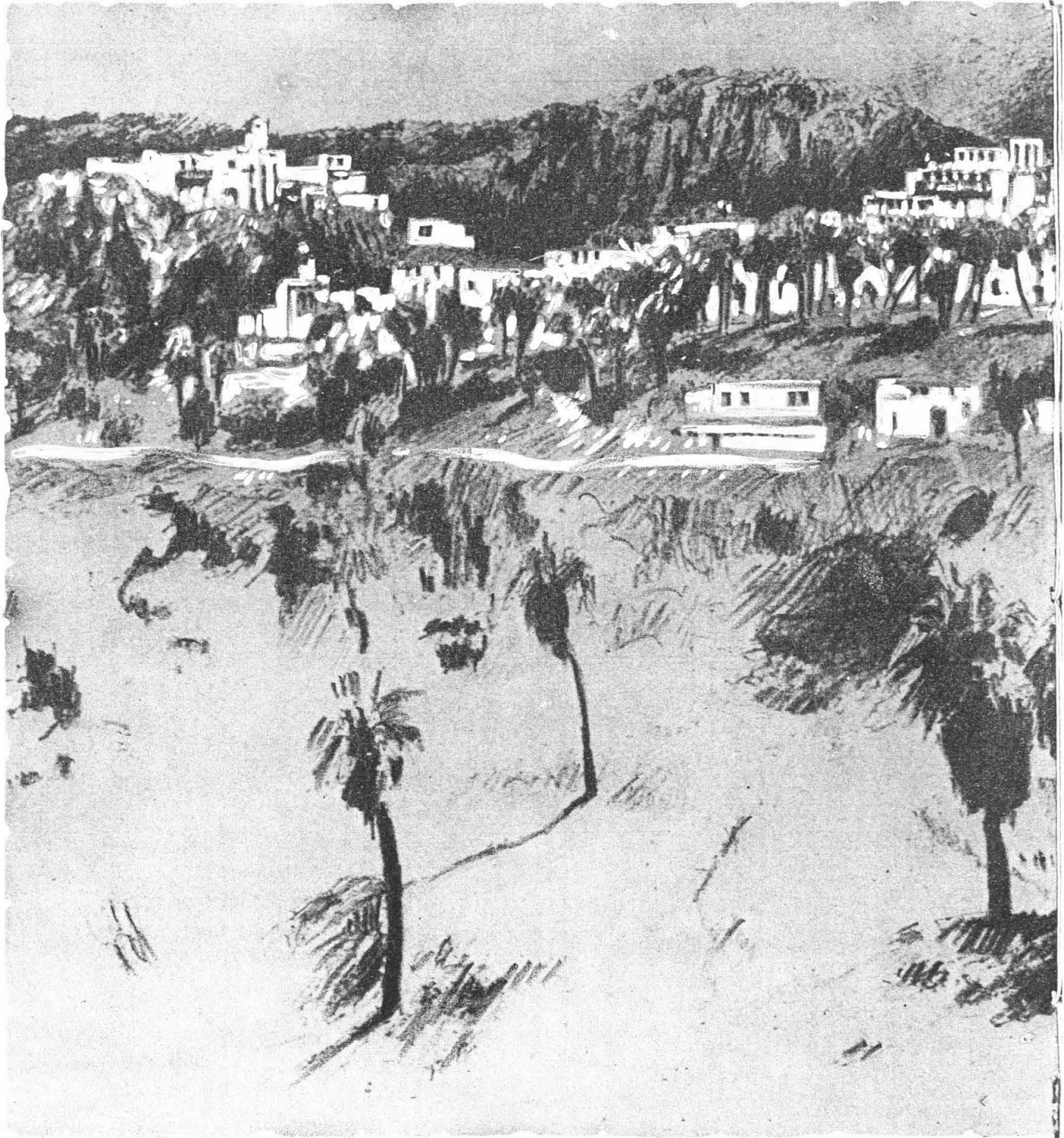
*Portion of the "Street of Souks", or native shops to be constructed  
in the Walled Oasis of Biskra.*



## A MECCA *for* WORLD TRAVELERS



THE ROMANCE and magical charm of Biskra in Algeria have actually been transported to our own California. The traveler crossing the desert a few short miles from the railroad and highway passes within the picturesque walls of the Oasis to find himself in another world. Before him winds a narrow street of shops called "souks" or "fonduks" their alluring Oriental and North African wares displayed by swarthy, turbaned merchants seated beneath colorful canopies. At the far end of the street, at the top of a gradual incline and made easily accessible by a quaint Algerian tram, stands the hotel itself. The structure is a masterful interpretation of Algerian architecture, designed by Mark Daniels as the result of first hand study in Old World Biskra.



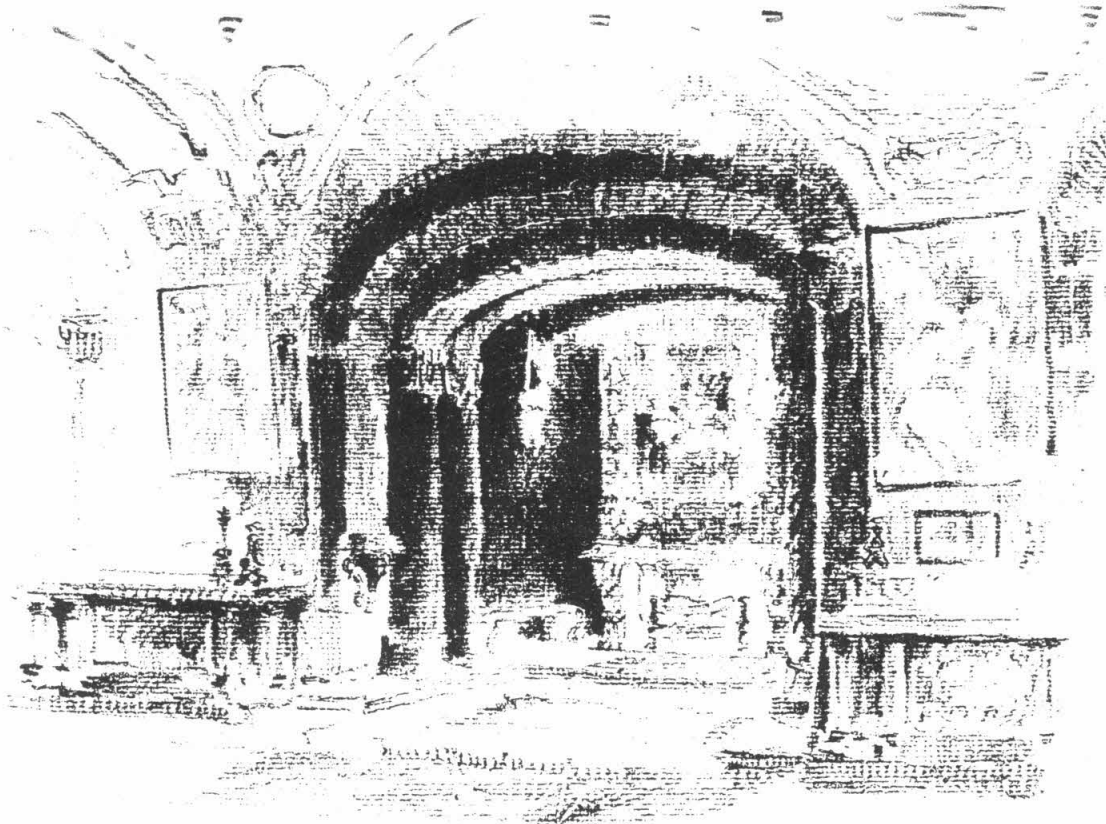
*The Walled Oasis of Biskra, as it will rise at*





d palms, overlooking the Coachella Valley.

Sketched by Mark Daniels.



## DISTINCTION THAT ATTRACTS

**I**N DESIGNING the interior of the hotel Mark Daniels has achieved a wonderful interpretation of Old World Biskra. Realizing the fascinating interest to Americans found in the architecture of "the Paris of the Sahara" the architect has produced a type of hotel that is destined to bring guests and visitors from far and near. Here will be reflected the culture and the atmosphere of a civilization that has flourished for centuries in the scattered oases of North Africa. Being distinctive from all else that California offers as a place of recreation and rest, Biskra is destined to enjoy a unique popularity.

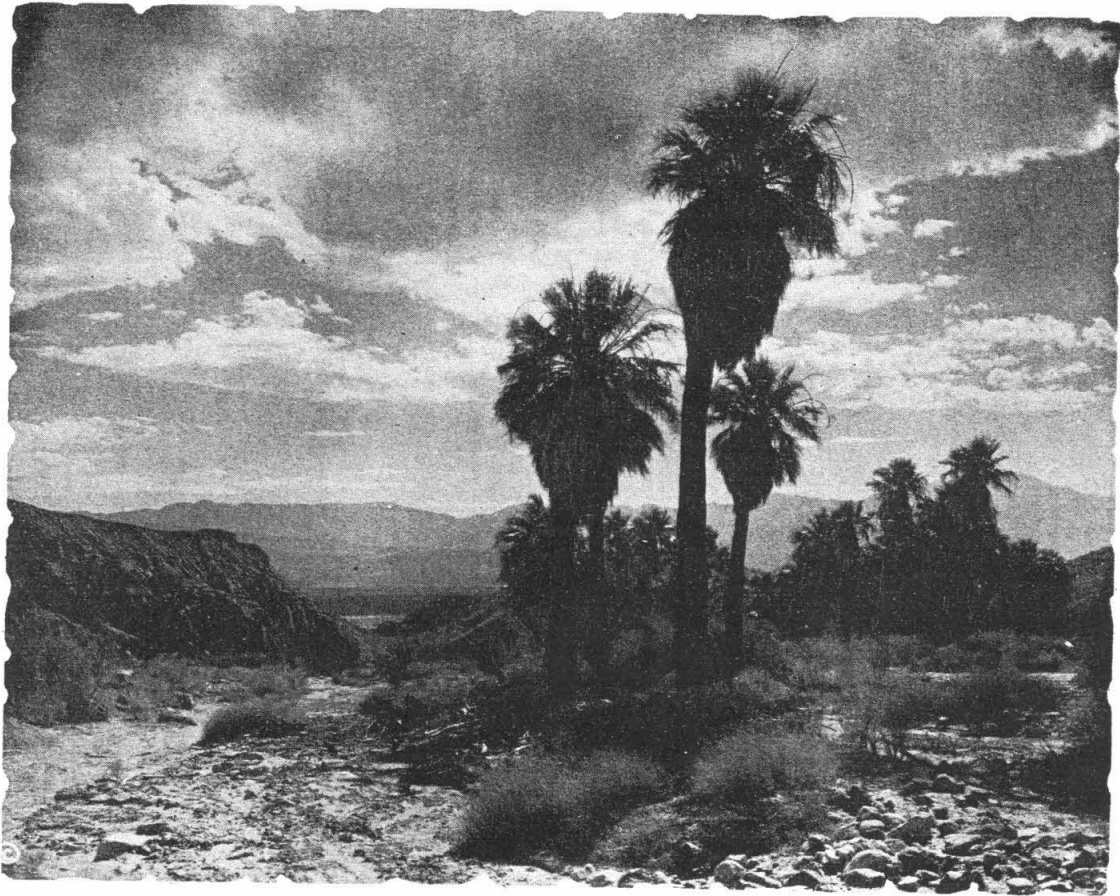
Mark Daniels, at one time in charge of all of the natural parks in the United States, and Assistant Secretary of the Interior under President Wilson, declares this collection of palms is unequalled this side of Algeria.

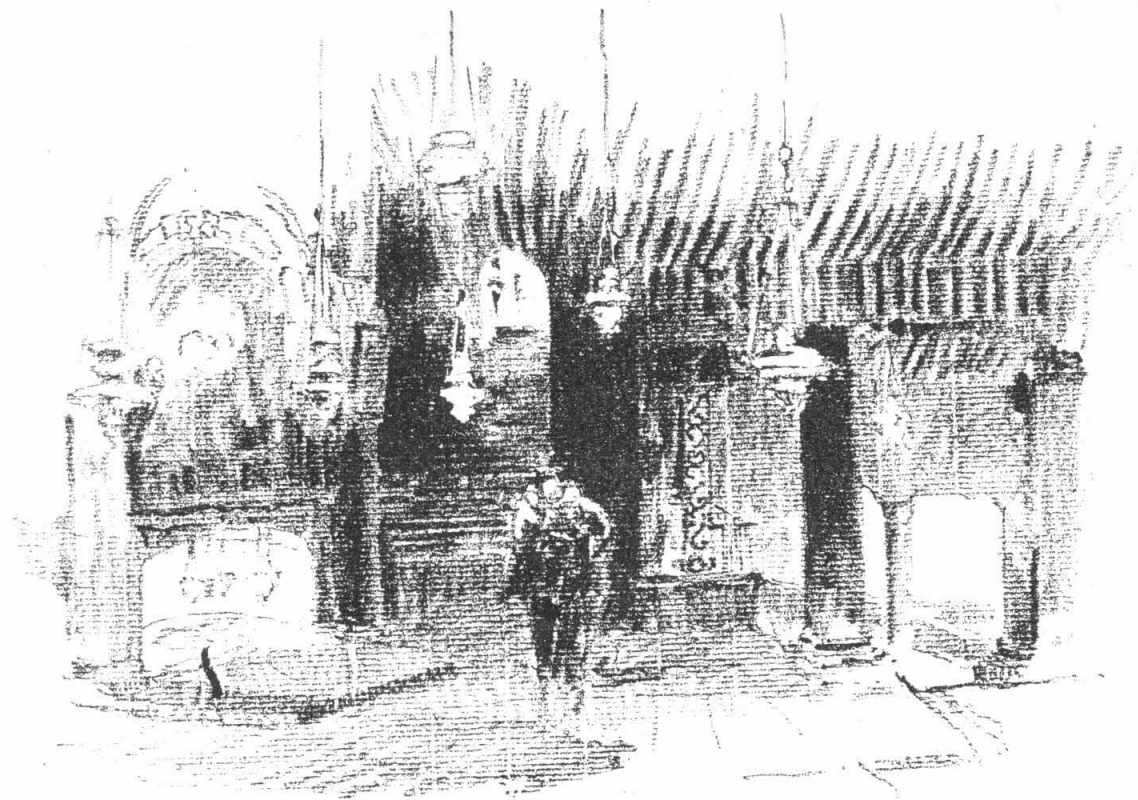
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## A NATURAL DESERT RETREAT



THE TOPOGRAPHY of the property at Biskra is a practical advantage second only to the magnificence of its palm groves. The general elevation of the land above the floor of the valley offers a variety of building sites which are certain to prove most attractive when the financing of the trust has been completed and the subdivision is placed on the market. Palms scattered through the small canyon on the property, and over the knolls, like outposts of the main body of the grove, offer an unsurpassed natural desert feature for the man or woman who wants to own a retreat in this beautiful and marvelous spot.





MARK DANIELS  
ADMINISTRATION BUILDING - BEL-AIR  
LOS ANGELES, CALIFORNIA

March 26, 1928

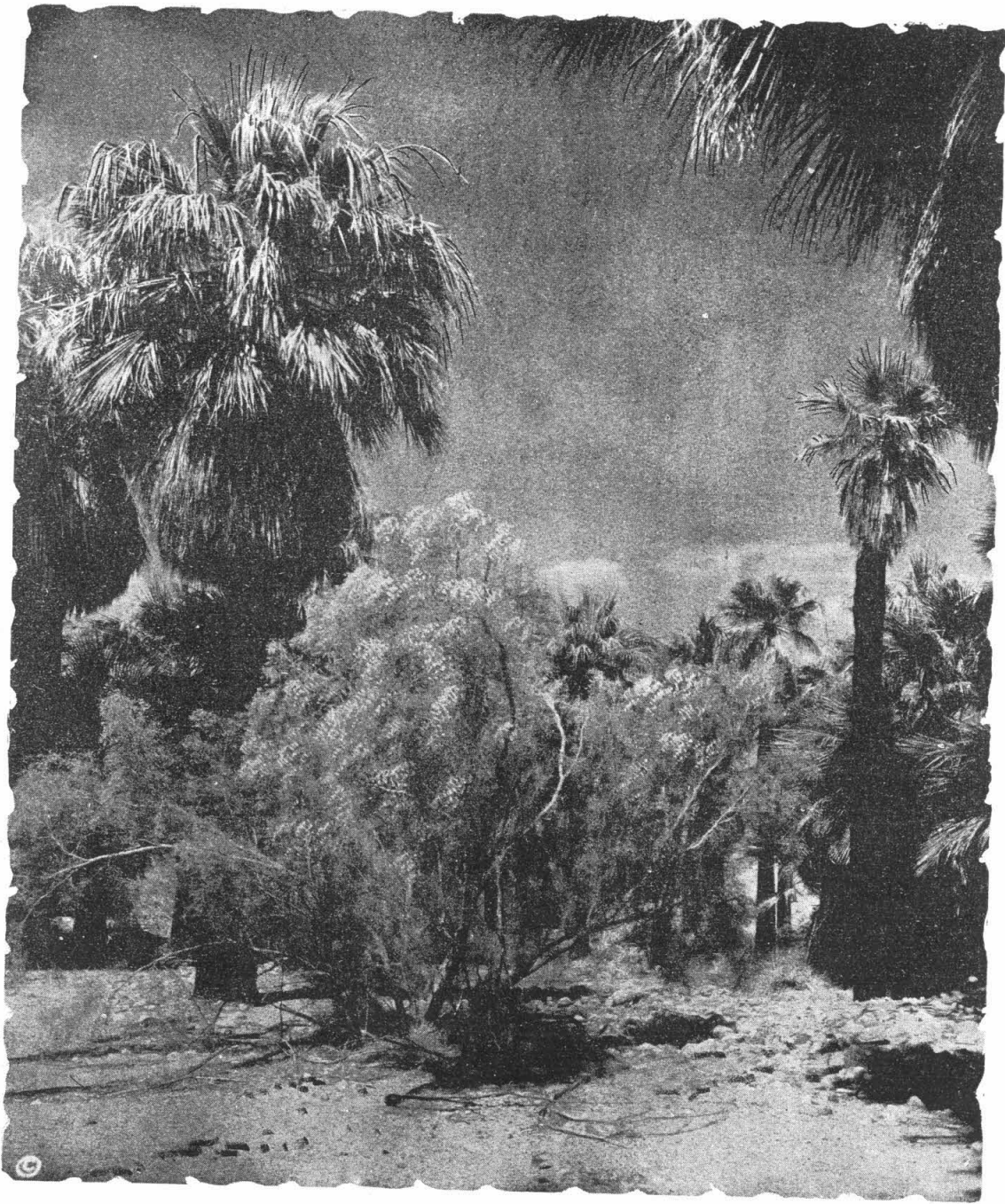
My dear Mr. Jonas:-

May I tell you how enthusiastic I have become after studying your "Walled Oasis of Biskra" undertaking. In many years I have not come in contact with any project that offers such an unusual combination of factors making for outstanding distinction.

I venture the prediction that Biskra will become one of the outstanding resorts of America by reason of the remarkable combination of features which you have been able to incorporate in this undertaking.

Very cordially yours,

MD:MCB



*The strange smoke tree amid the Biskra Palms.*



*Guests at California's Biskra who arrived on Camel-back.*

# PARTICIPATION



THE reader is offered opportunity to share in the creative joy and financial benefits of the unique development described in the foregoing pages, through the purchase of beneficial interests in the Biskra Trust of The Union Bank & Trust Co. This constitutes basic ownership of nearly two thousand acres, unincumbered. Those who purchase such Beneficial Interests thereby become associates of the founder on a cost basis and share in the profits accruing from the retail sale of this valuable property, in accordance with the terms of the Trust Indenture.

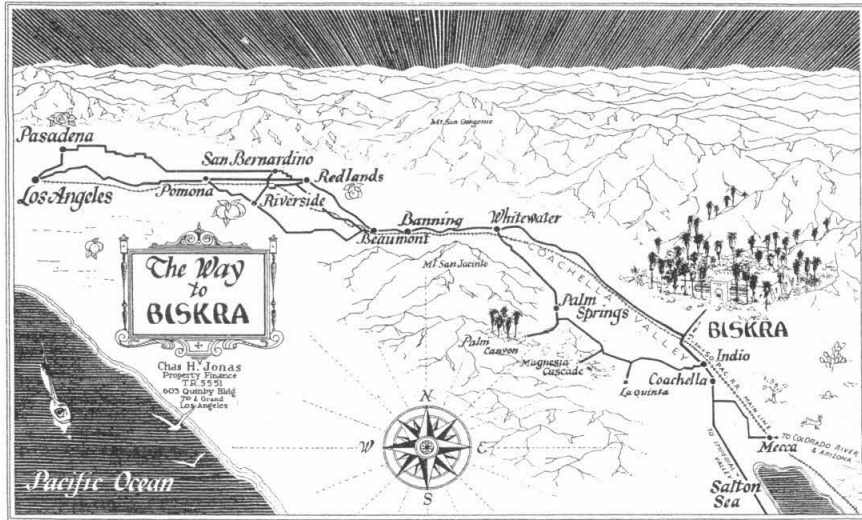
That this operation is fundamentally sound and remarkably safe is evidenced by these outstanding characteristics.

- I. The land is purchased outright.
- II. It has matchless natural beauty.
- III. The hotel and souks form a definite value making factor.
- IV. Small private estates in or near the Walled Oasis, highly restricted architecturally, will demand premium prices.
- V. A low first cost with assured high resale values promise extraordinary net returns.
- VI. The Trust Indenture budgets expenditures and assures proper distribution of available funds.

Competent management is vouchsafed by the following organization personnel:

- I. Mark Daniels, Architect and Landscape Designer.
- II. Bradley Tyrrell, Project Manager, Eastern Manufacturing Executive, College Trustee, Noted Saharan Explorer.
- III. Walter G. Clark, Expert Hotel Technician, Organizer and a Director of the Los Angeles Biltmore.
- IV. J. B. Lippincott, Project Engineer and Prominent Hydrological Engineer of coast wide repute.
- V. Overton, Lyman & Plumb, Attorneys and Legal Advisors.
- VI. Chas. H. Jonas, Founder, Organizer of ten development Trusts in Southern California, with a record of financial success in every project undertaken.

It is not the purpose of this brochure to give a financial statement, but rather, by pictorial presentation and synopsis of salient factors, to interest the reader in requesting further data, looking toward a profitable participation with the founder. This data will be made available upon request, without obligation.



Map showing way to Biskra.

CHAS. H. JONAS

FOUNDER

Quinby Building

Los Angeles

HOAG & FORD  
ADVERTISING  
KELLOW-BROWN  
LITHOGRAPHERS