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PROSPECTUS FOR

NITWIT RIDGE AND OTHER WORKS OF ART

ORGANIC. MULTI-FACETED. JOYOUS. These adjectives summarize the major attributes of Art Beal and his creation, Nitwit Ridge. A book about Art Beal should echo these qualities.

BOOK FORMAT:

To achieve the ORGANIC:

1. Use numerous b&w illustrations of Art and Nitwit Ridge from local artists (Robert Clark, Richard Yaco, Kitty Wallace, Ray Bustillos, Mark Hiteshew, etc).
2. Use a rough-stock paper somewhere between the recycled greeting-card stock and the newspaper-like stock used by Whole Earth Catalog and similar publications.
3. Use a judicious mixture of modern and old photographs, momentos, newspaper clippings, etc.

To achieve the MULTI-FACETED:

1. Use quotes from Art Beal (on his origins, on Nitwit Ridge, on the history of West Cambria Pines and the surrounding area) interspersed with quotes about Beal from local writers and artists, long-time Cambria Pines residents such as John Enger, local names such as Dr. Krejsa, Dr. Kennedy, the Hearsts, Red Wind's Semu Huaute.



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2. Use quotes from Beal about his past exploits (including the creation of Nitwit Ridge) interspersed with quotes about Beal from newspapers, magazines, books, radio and TV shows, and film clips.
3. Use examples that illustrate the facets of Art's life: his poems; photographs of his World's Fair handicrafts; clippings of his swimming and "Ripley -- Believe it or Not" feats, etc.

To achieve the JOYOUS:

1. Make all quotes, like Art's own rejoinders, short, salty and snappy, but with a real point to them.
2. Keep copy lively; intercut copy and poems with frequent illustrations and plenty of white space.
3. Make the book emulate Art Beal's personality: Rabelaisian, generous, overflowing with energy, warm, unpretentious yet wise.

BOOK CONTENT:

To be assembled in chronological order:

1. Poems by Art Beal.
2. History of Cambria Pines as related by Art Beal.
3. History of Cambria Pines from other sources, including but not limited to historical documents, such as the tract map of El Rancho de Santa Rosa, site of present-day Cambria Pines.
4. Quotes from Art Beal.



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5. Quotes about Art Beal.
6. Illustrations of Art Beal and Nitwit Ridge by local artists.
7. Photographs of Art Beal and Nitwit Ridge.
8. Other illustrative matter ---momentos, clippings, maps, etc--- about Art Beal and Nitwit Ridge.
9. Editorial commentary.

NOTE: TYING ALL QUOTES, HISTORY PASSAGES, ILLUSTRATIONS, AND PHOTOGRAPHY TOGETHER WILL BE AN EDITORIAL COMMENTARY, PRINTED IN ITALICS OR BOLDFACE TO DISTINGUISH IT FROM THE REST. THE COMMENTARY WILL FURNISH THE NECESSARY NARRATIVE THREAD TO INTRODUCE, DEFINE, AND EMBRACE THE OTHER PIECES.

BOOK AIMS:

The four major aims of the book will be:

1. To show who Art Beal is;
2. To show what he has done;
3. To show why he has done it;
4. To show how he and the surrounding community have reacted to and enriched each other.



**PROFESSIONAL WRITING CREDITS:**

Sports Illustrated (Yesterday in Sports)  
Christian Science Monitor (poetry)  
New York Times (travel)  
Detroit Free Press (syndicated travel)  
Miami News (syndicated travel)  
Calgary Herald (syndicated travel)  
Boston American (syndicated travel)  
Minneapolis Tribune (syndicated travel)  
Learning magazine (education)  
The American West magazine (book reviews)  
TIC magazine (human interest)  
Accent on Living magazine (human interest)  
The Sportswoman magazine (feminist history)  
Mexican World magazine (travel)  
San Francisco Examiner-Chronicle (travel)  
Sacramento Bee (book reviews, human interest)  
Sacramento Union (travel, human interest)  
Grit publications (human interest)  
Motorland magazine (travel)  
Central Coast Times (book reviews, human interest)

"Jobs Abroad for the Foreign Language Teacher: What and Where They Are, When and How to Get Them", a 65-page booklet written for J. Weston Walch, Publisher (Portland, Maine). To be published Fall 1976.

**PROFESSIONAL PHOTOGRAPHY CREDITS:**

Rock magazine  
Central Coast Times  
TIC magazine  
Mexican World magazine  
Sacramento Union

**COLLEGE WRITING CREDITS:**

Editor, sole writer of El Futuro de Aztlan, a bilingual 4-page monthly newsletter.  
Editor, sole writer/photographer for SEOO Review, monthly house organ for the California State Office of Economic Opportunity.  
Staff reporter on The Express, Sacramento City College newspaper (8-time winner of the All-American journalism award nationwide).



**A VOICE SO SWEET**

I hear a voice so sunny  
From out of the sky so clear  
It makes me feel so funny  
What is this voice I hear?

....

Arthur Beal. 5/14/44

**MY HEART IS LIKE AN ONION**

Letters to you I did write  
I'll write again tonight....

...

My heart is like an onion  
you helped to fill it with tears....

**SHARING WITH THE BIRDS AND BEES**

How glad I am that I may share  
my plenty with the birds in the air...  
I told my cares to the birds and the bees,  
they told them to the leaves...

Arthur Beal. 1/10/41

**THE ONLY THING IS SONG**

Pray a little, live a little, be a little glad;  
Sing a little, give a little, if your heart is sad...

Arthur Beal. 12/1/41

**TIS THE SYMBOL OF LIFE**

The industrious little ant, his toil is never won --  
Even in the darkest of night and in the sun.....  
But sinful burdened men  
Survive three-score years and ten  
Suppose life is meant to be that way  
While on this world all creatures sway.

Arthur Beal. 5/14/44



BEAUTY

Let us speak to each other, face to face  
Let's give a thought to friends of every race;  
Let us be stronger than death is strong  
Let joy of beauty enfold us long.

Beauty is a fairer shore,  
Beauty shines for evermore.

Arthur Beal. 10/4/41

REMEMBER A HEART

I live as gently as I can  
No matter where I am.  
Some day I'll reach my lonely end  
When I find a true friend.

Arthur Beal. 5/14/40