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UTA

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DOCUMENT
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Alumnus artist making successful strokes

Randy Souders is making his mark
in a big way



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Bequest by Hermanns largest gift ever

Rudolf Hermanns lived on the
perimeter of the campus for two de-
cades, but few knew him until his
will was probated, showing that he
had bequeathed an estate worth
nearly \$2 million.

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Class of 1935 reunion a record

The NTAC 'kids' of 1935 returned to
a changed, but still fondly remem-
bered alma mater for what was the
biggest 50 year reunion ever held

ON THE COVER: Rudolf Her-
manns was known to few before his
death in April, but his legacy to
UTA will make his name long-
remembered in the annals of the
university's history.

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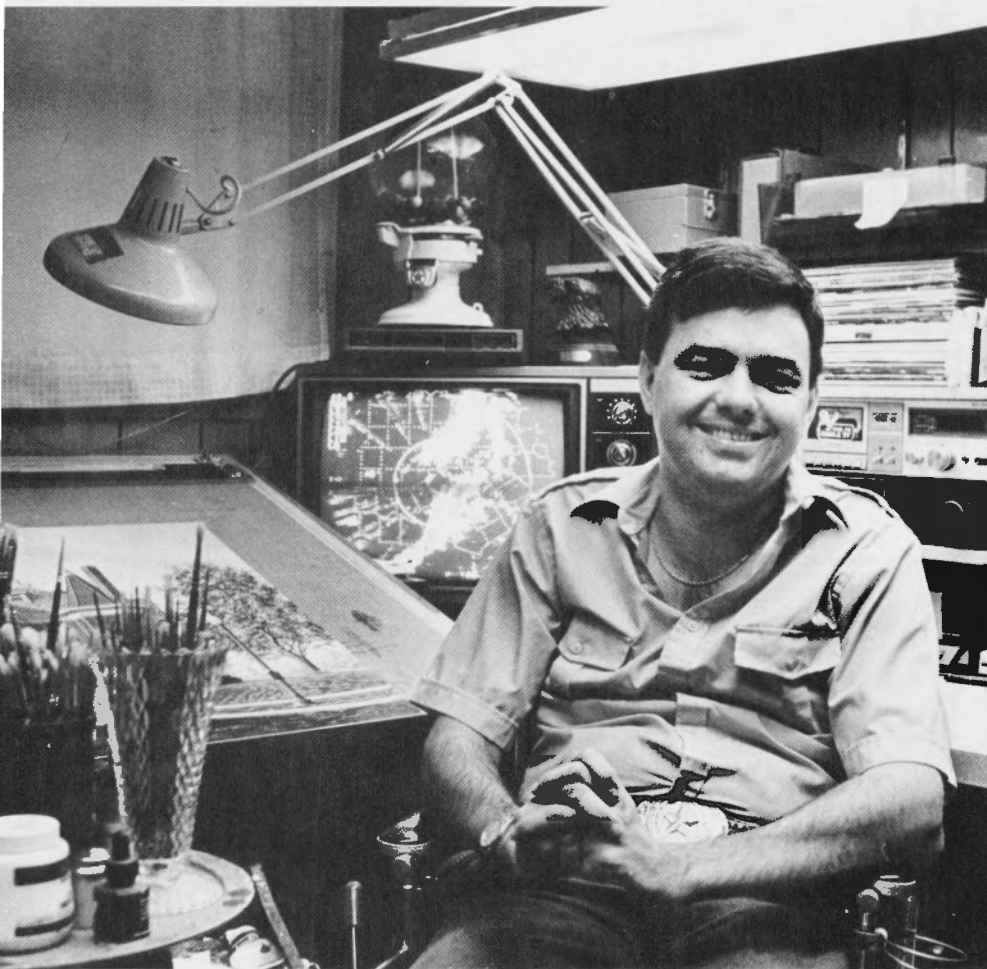
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Alum answers Ma Bell's call for phone book cover

By Cari Hyden



Randy Souders receives up to \$10,000 for one of his paintings, yet just about anyone who has a telephone book owns a genuine Souders print.

The Fort Worth artist, a 1978 UTA graduate, recently sold Southwestern Bell Telephone Co. rights to use his "County Seat" on phone book covers in Dallas, Fort Worth, Houston and San Antonio.

Ma Bell joins prominent Texas businessmen, country-western singer Michael Murphey and County Judge Mike Moncrief as collectors of Souders' painstakingly authentic works. Sales last year neared \$100,000. Many of his originals cost \$10,000, and he has outgrown the studio in his Fort Worth home.

One finds it hard to believe that 13 years ago Souders dived head-first into Lake Benbrook and surfaced with two broken vertebrae, unable to walk and with no movement in his fingers.

"I was literally learning to print the alphabet again in large letters," he remembers, "and with pretty lousy results, I might add."

Yet the frictionless feel of the acrylic paint brushstroked on slick Masonite was easier to handle than a pen. And the aspiring artist, who began drawing choo-choo trains on paper given him by a mother trying to keep him quiet during church, enrolled at UTA and graduated with a bachelor of fine arts degree.

He intended to be a commercial artist. But an Arlington banker convinced him to present a showing at his bank. Souders decided to drop commercial art and practice his real love: painting.

"I just never thought I could get away with it," he said. "But there is a lot of demand for work by living artists. Meat and potatoes middle America is clamoring for something to put on its walls."

Souders found agents weren't much help in marketing his work, so he did it himself. He and his family could be found most weekends at art shows, festivals and craft sales ranging from the prestigious Dallas 500 to booths at the local shopping mall.

"There were a lot of times I was literally finishing a painting on Friday night so I could sell it on



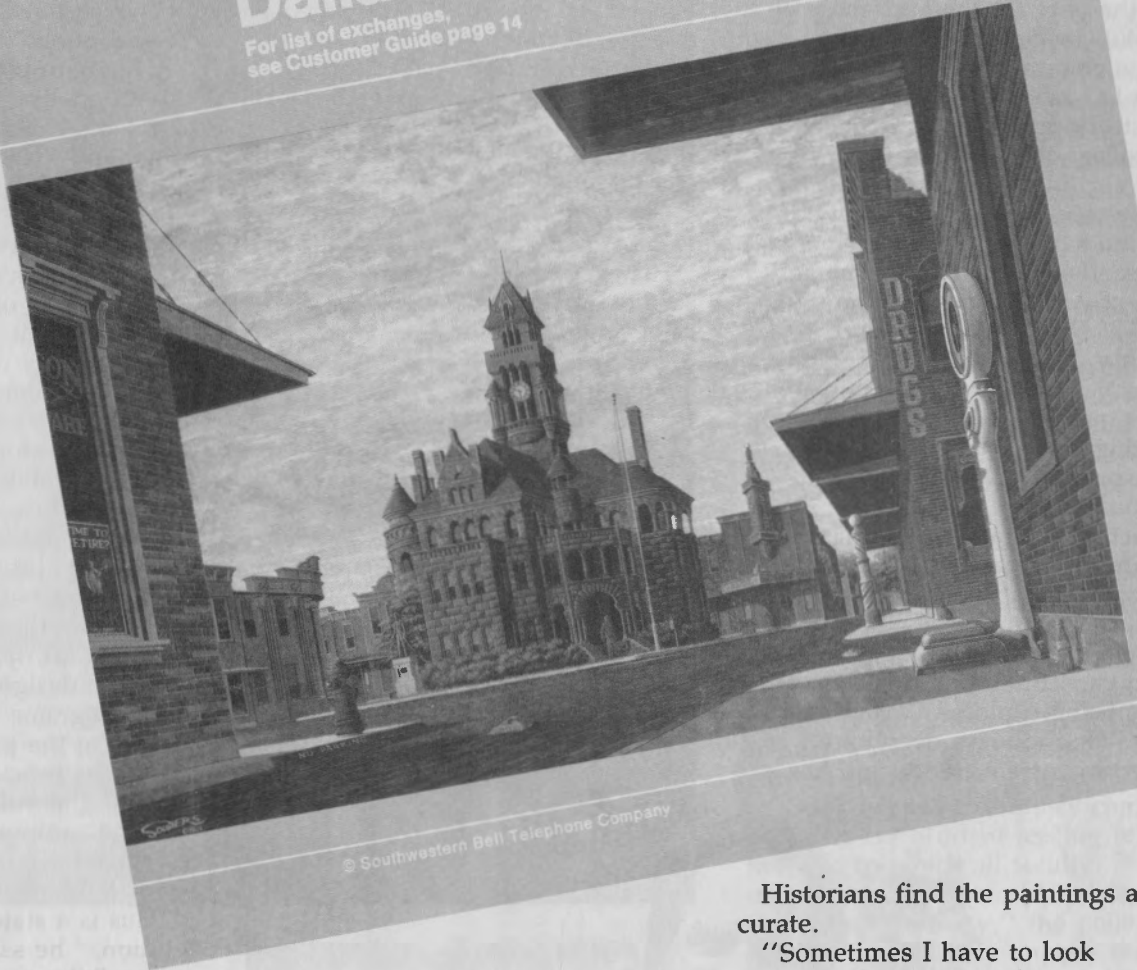
Southwestern Bell
Telephone

White Pages

Greater Dallas

For list of exchanges,
see Customer Guide page 14

Telephone Directory
Area Code 214
April 1985-86



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Historians find the paintings accurate.

"Sometimes I have to look through old Sears catalogues just to make sure how something looked, and I've called the fire marshal to find out when certain kinds of fire call boxes were used.

"Buildings say a lot about the people who built them and their values. Today the majority of people put them up with staple guns, baling wire and Scotch tape."

Souders paints of Texas and Oklahoma, the only states in which he has traveled. Yet one detects hints that he would like to diversify.

"I would really like to do character studies of people," he said. "But you need much bigger facilities to set up something like that. Who knows, five years from now I may be painting fruit."

Saturday. My goal has been to get to the point where I don't have to paint as many paintings just to make a living and turn out four or five quality pieces a year."

Since hiring five part-time and one full-time employee to handle a growing lithograph business, Souders admits he's close to reaching his goal.

He specializes in old buildings, intricate studies of the care and workmanship once commonplace in construction. His best sellers are renderings of Victorian homes, precise in detail down to the outline of the shingles and the lace of the curtains.

And detail, Souders believes,

may be a big reason for his work's popularity.

"You can't find cowboys shooting Indians any more, but you can drive 100 miles or so and find these old buildings. The detail and craftsmanship fascinates them (buyers). There is a lack of craftsmanship in art today."

Many of the buildings Souders has seen, others he has painted from photographs and still others are concoctions of a rich imagination. All bear his influence.

"I don't take a photographically realistic approach. I do more interpretative realism. I paint the scene not as it is or as it was, but as it should have been.