

# University of British Columbia Library Rare Books and Special Collections

## Finding Aid - Charles Mayrs fonds (RBSC-ARC-1828)

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# Charles Mayrs fonds

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## Summary information

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| <b>Repository:</b>                               | University of British Columbia Library Rare Books and Special Collections |
| <b>Title:</b>                                    | Charles Mayrs fonds   |
| <b>Reference code:</b>                           | RBSC-ARC-1828   |
| <b>Date:</b>                                     | 1940-2021 (date of creation)  |
| <b>Physical description:</b>                     | 60 cm of textual records and other material                               |
| <b>Dates of creation, revision and deletion:</b> | Collection arranged and described by Mya Ballin in November 2021.         |

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## Administrative history / Biographical sketch

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### Note

Charles Mayrs was born in 1940 in Winnipeg, Manitoba, and moved with his family moved to Vancouver in 1947. Mayrs attended Magee High School from 1955 to 1957 and was awarded the Sir Ernest MacMillan Fine Arts Scholarship upon his graduation, a scholarship that enabled him to attend the Vancouver School of Art starting that year. Mayrs completed his program with Honours in 1961. Following his graduation, Mayrs worked in the advertising trade as a graphic designer, art director, writer, and executive. From 1961 to 1975, Mayrs worked for the advertising agency James Lovick Limited (later Baker Lovick BBDO), serving as their Vice President-Creative Director from 1975 to 1986. In this role, Mayrs led the pre-event advertising campaign for the 1986 World Exposition on Transportation and Communication (EXPO 86), which was held in Vancouver from May until October. Mayrs left Baker Lovick BBDO in 1986 to form his own agency and PR firm, Dome Advertising, with his business partner Douglas Heal. Mayrs served as the President-Creative Director of Dome from 1986 until 1997, when he and Heal sold the company to Foote, Cone and Belting (FCB). During this period, Mayrs acted as an advertising consultant for a variety of political campaigns, including for former Mayor of Vancouver and BC premier Gordon Campbell as well as former Mayor of Vancouver Philip Owen. He also created campaigns in the forestry, engineering, and tourism sectors. Following his tenure in advertising, Mayrs worked as a political cartoonist for the North Shore Outlook and Business in Vancouver from 1999 to 2004. Mayrs has been a lifelong artist and writer. He has exhibited art in galleries since the 1960s, including several juried shows in Vancouver and Hawaii; three solo exhibitions in 1999 (Diane Farris Gallery, Vancouver), 2014 (West Vancouver Memorial Library), and 2015 (Visual Space Gallery); and two four-person shows that featured the art of Mayrs and his brothers Bill, Frank, and David in 1991 (Diane Farris Gallery, Vancouver) and 2017 (West Vancouver Art Museum). Since the early 2000s, Mayrs has worked extensively in the writing and design of fine press limited edition books. These books feature Mayrs' own words and art such as his drawings, paintings, and photography and have been collected by a variety of institutions across Canada, including the University

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of British Columbia. He was awarded the Alcuin Society's inaugural Award for Excellence in Limited Edition Book Design for his book *British Columbia. In Light and Dark* in 2009.

In addition to his artistic practices, Mayrs is an avid runner and political advocate.

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## Scope and content

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Fonds illustrates Mayrs's work in visual arts, limited edition book design and publishing, and advertising and PR. It also contains records relating to his personal interests and family history.

The materials are arranged into three series, reflecting his different careers and personal life. Visual art and literary project records include: exhibition ephemera; photographic reproductions of Mayrs's work; mockups, drafts, and unused material from projects; concepts and designs of unpublished and in-progress works; and correspondence related to his art practice. Advertising and PR project records include ads designed by Mayrs; administrative and ephemeral materials associated with Dome Advertising; and a small number of textual records relating to Mayrs' work at Lovick BBDO. Personal records include Mayrs' documentation of his family history; press clippings that profile Mayrs; and other photographs and ephemera that relate to his personal and aggregate professional life.

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## Notes

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### Title notes

- **Source of title proper:** Title based on the provenance and contents of the fonds.

### Immediate source of acquisition

The fonds was acquired by RBSC from Charles Mayrs in 2021.

### Arrangement

The fonds was arranged by the student archivist based on notes from the creator.

### Other notes

- **Publication status:** published
  - **Physical description:** Includes: 229 photographs: col., 3 graphic works, 1 button
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## Access points

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- Textual record (documentary form)
  - Multiple media (documentary form)
  - Arts and culture (subject)
  - Communications (subject)
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- Family and personal life (subject)

## Series descriptions

### Visual Art and Literary Project Records

Date: 1958-2021 (date of creation)

Scope and content:

Series documents Mayrs' visual art work—including his paintings, cartoons, and fine press limited edition books—and exhibitions that have featured it.

Records in this series include photographic reproductions of a large number of Mayrs's paintings, drawings, books, and other artwork; promotional materials from exhibitions such as posters, flyers, exhibit catalogs; drafts and copies of both published and unpublished political cartoons; original and photographic reproductions of penwork, photographs, and other artwork created by Mayrs specifically for his books, including for un-published and in-progress works; and press clippings and correspondence specifically pertaining to Mayrs's work in the visual arts.

Physical description: 43.5cm of textual records  
186 photographs: col.

Note:

Includes the following photographs: RBSC-ARC-1828-PH-01 to 27, RBSC-ARC-1828-PH-45 to 108, RBSC-ARC-1828-PH-116 to PH155, and RBSC-ARC-1828-PH-157 to PH211

Includes the following artifacts: RBSC-ARC-1828-AR-01

Includes the following graphic works: RBSC-ARC-1828-GR-01 and RBSC-ARC-1828-GR-03

Includes the following oversized items: RBSC-ARC-1828-OS-01

Publication status:

published

#### File / item list

| Ref code            | Title  | Dates      | Access status | Container |
|---------------------|--|------------|---------------|-----------|
| RBSC-ARC-1828-01-02 | File - Notes from Gordon Smith   | 2015-2017  |               |           |
| RBSC-ARC-1828-01-03 | File - Second year diploma from Vancouver School of Art                  | May 1959   |               |           |
| RBSC-ARC-1828-01-04 | File - The Alcuin Society award for excellence in book design            | 2010       |               |           |
| RBSC-ARC-1828-01-05 | File - [Book -- 14 People of Interest - Four Stories - Foam Core Prints] | [ca. 2009] |               |           |
| RBSC-ARC-1828-01-06 | File - Library Archives Canada - Letters Plus Mayrs Letter + Info        | 2006-2010  |               |           |
| RBSC-ARC-1828-01-07 | File - Book -- "Bash Poetry" -- Printed 2013 [Original Art and Writing   | 2013       |               |           |

|                                 |   |              |
|---------------------------------|---|--------------|
|                                 | Drafts]Original art and text of models for book -- Bash Poetry some used in book - others were note   |              |
| RBSC-ARC-1828-01-08             | File - A fun English book for children (unfinished)   | [199-?]      |
| RBSC-ARC-1828-01-09             | File - Book -- British Columbia - in light and darkBC book original hand written text - printed 2009  | 2005-2009    |
| RBSC-ARC-1828-01-10             | File - Book -- Nunuvata [Draft Materials]Created 2007 to 2010, Nunuvata/Evolution Original Writings Original Drawings/Sketches, First Type Draft of Layouts   | 2007-2010    |
| RBSC-ARC-1828-01-11             | File - Book -- Nunuvata [Manuscript] (Published 2010) created drawings and text 2007-2010   | 2007-2010    |
| RBSC-ARC-1828-01-12             | File - Illustrations done for" UBC's Prisim [sic] International Magazine"Note: - I did not do the covers of the magazine - only some illustrations for some stories. My brothers Bill and David did the covers. | 1961-1964    |
| RBSC-ARC-1828-01-13             | File - Photos of pages from some of my books  | [after 2006] |
| RBSC-ARC-1828-01-13-PH-01 to 27 | Item - Photographs  |              |
| RBSC-ARC-1828-01-15             | File - [Vancouver School of Art Design Project - Fortune Magazine]From 1958 - Vancouver School of Art   | 1958         |
| RBSC-ARC-1828-01-15-GR-01       | Item - Artwork  |              |
| RBSC-ARC-1828-01-16             | File - 2 small posters used in Charles Mayrs Art and book exhibition at visual space gallery on dunbar st. october 1915 [i.e. 2015]   | 2015         |
| RBSC-ARC-1828-02-01             | File - Art Stuff + Articles [Newspaper clippings, promotional posters for shows]  | 1984-2017    |
| RBSC-ARC-1828-02-03             | File - [Book -- 'Drawings from the 1960s' -- Prototype]   | [ca. 2007]   |
| RBSC-ARC-1828-02-06             | File - Fables and life's little lessons [Book Proposal]Proposal to Levin, Greenberg Literary Agency New York - Didn't go anywhere   | 2009         |
| RBSC-ARC-1828-02-09             | File - A photographic short version of the art/writing/and book arts life of Charles Mayrs  | 1950-2019    |
| RBSC-ARC-1828-02-09-PH-45 to 78 | Item - Photographs  |              |
| RBSC-ARC-1828-02-10             | File - Paintings/Drawings   | 1945-2019    |

|   |  |                            |
|---|--|----------------------------|
| RBSC-<br>ARC-1828-02-10-<br>PH-79 to 108  | Item - Photographs   |                            |
| RBSC-<br>ARC-1828-02-12                   | File - Preliminary thoughts on possible<br>new photo book [Targeted Shootings]   | [199-?]                    |
| RBSC-<br>ARC-1828-02-12-<br>PH-116 to 122 | Item - Photographs   |                            |
| RBSC-<br>ARC-1828-02-13                   | File - Book - 'Beguiling West<br>Vancouver"Thoughts, doodles, writing //<br>photos   | 2017                       |
| RBSC-<br>ARC-1828-02-13-<br>PH-123 to 132 | Item - Photographs   |                            |
| RBSC-<br>ARC-1828-02-14                   | File - Canada's Prairies Majestically<br>Stark -- Printed 2014 [Draft Materials]   | 2011-2014                  |
| RBSC-<br>ARC-1828-02-14-<br>PH-133 to 149 | Item - Photographs   |                            |
| RBSC-<br>ARC-1828-02-15                   | File - Canada's Prairies How Poems<br>StartedPapers/Poems  | 2011                       |
| RBSC-<br>ARC-1828-02-16                   | File - Gags'n Glimmericks [Cartoon<br>Portfolio and Proposal to The Outlook]   | 1999                       |
| RBSC-<br>ARC-1828-02-17                   | File - More Glimmerick Stuff [Cartoons<br>and Correspondence]Most of these gags<br>+ doodles never saw the light of day. A<br>couple of editor letters | 2001-2004                  |
| RBSC-<br>ARC-1828-02-18                   | File - Another cartoon series (old age)<br>'The Fogies'  | [between 1980<br>and 1999] |
| RBSC-<br>ARC-1828-02-19                   | File - Doodles   | 1991-1994                  |
| RBSC-<br>ARC-1828-03-02                   | File - Interesting Stuff [Photographs and<br>Artwork Prints]   | 1972-2019                  |
| RBSC-<br>ARC-1828-03-02-<br>PH-150 to 155 | Item - Photographs   |                            |
| RBSC-<br>ARC-1828-03-03                   | File - [Diane Farris Gallery Exhibit<br>Preview]   | 1990                       |
| RBSC-<br>ARC-1828-03-04                   | File - Paintings by the Mayrs brothers<br>[Appointment calendar with artwork<br>reprints]  | 1995                       |
| RBSC-<br>ARC-1828-03-07                   | File - Cover Art [Braided Skin / by<br>Chelene Knight]West Vancouver Mayrs<br>Brothers Show (braided skin - cover<br>painting for poet Chelene Knight) | 2015                       |
| RBSC-<br>ARC-1828-03-08                   | File - We All Drew, Always [Exhibit<br>Catalog]  | 2017                       |
| RBSC-<br>ARC-1828-03-09                   | File - Book - Dancers [Print Drafts]Prints<br>of Drawings + Prints of Some Poems   | [ca. 2006]                 |
| RBSC-<br>ARC-1828-03-10                   | File - Book - 14 People of Interest -<br>Prints (Black + White)  | [ca. 2009]                 |
| RBSC-<br>ARC-1828-03-11                   | File - Book - Atlantic Canada<br>Contagiously Mournful Photos and<br>PhrasesPhotos + Phrases   | 2011-2012                  |

|   |   |               |
|---|---|---------------|
| RBSC-<br>ARC-1828-03-11-<br>PH-157 to 163 | Item - Photographs  |               |
| RBSC-<br>ARC-1828-03-12                   | File - Some favourite photos  | 2005-2020     |
| RBSC-<br>ARC-1828-03-12-<br>PH-164 to 188 | Item - Photographs  |               |
| RBSC-<br>ARC-1828-03-14                   | File - Conjoin Book StuffWords, text, scribbles and illustrations   | c. 2018       |
| RBSC-<br>ARC-1828-03-14-<br>PH-189 to 197 | Item - Photographs  |               |
| RBSC-<br>ARC-1828-03-15                   | File - Test Colour PagesFull title: Test Colour pages From 'Fables and Life's Little Lessons' and test colour pages from 'Nunuvata' and test pages for 'Dark Black' (possible new book) | 2008-2020     |
| RBSC-<br>ARC-1828-03-16                   | File - [Book of Dicks Materials]  | 2003-2021     |
| RBSC-<br>ARC-1828-03-16-<br>AR-01         | Item - Button   |               |
| RBSC-<br>ARC-1828-03-16-<br>PH-198        | Item - Photograph   |               |
| RBSC-<br>ARC-1828-03-17                   | File - 13 paintings done during the pandemic [Photographic reproductions]   | 2019-2021     |
| RBSC-<br>ARC-1828-03-17-<br>PH-199 to 211 | Item - Photographs  |               |
| RBSC-<br>ARC-1828-03-18                   | File - The Garden on Montebre [unfinished]Beginnings of a book that won't be finished   | 2009-2010     |
| RBSC-<br>ARC-1828-03-19                   | File - Book -- Bash Poetry SketchesCopies of art and work in progress of text/typesetting/fonts   | 2013-2015     |
| RBSC-<br>ARC-1828-03-21                   | File - Gibberish [Doodles and Writing]  | [after 2008]  |
| RBSC-<br>ARC-1828-03-23                   | File - Doodles, painting ideas or poem ideas, etc.  | [1985?]       |
| RBSC-<br>ARC-1828-03-25                   | File - Seymour Art Gallery [Exhibit Catalog and Flyer]  | April 1999    |
| RBSC-<br>ARC-1828-03-26                   | File - Just stuff for dancers -- layout reference and prints/ect. [sic]   | [before 2006] |
| RBSC-<br>ARC-1828-04-03                   | File - Some original Mayrs pencil drawings for the letterpress book 'Les Fleurs Du Mal'   | 2008          |
| RBSC-<br>ARC-1828-04-08                   | File - [Collage]  | 2013-2019     |
| RBSC-<br>ARC-1828-04-08-<br>GR-03         | Item - Collage  |               |
| RBSC-<br>ARC-1828-04-10                   | File - Rough Press Release Draft [Mayrs Brothers Exhibit]   | 1990          |



|                           |  |            |
|---------------------------|--|------------|
| RBSC-ARC-1828-04-14       | File - A short form of madness [Book]                            | [ca. 1992] |
| RBSC-ARC-1828-04-15       | File - Capilano Golf Book 1/4 written by Charles Mayrs           | 2004       |
| RBSC-ARC-1828-04-16       | File - A few poems, thoughts, words written in the past 40 years | 1980-2020  |
| RBSC-ARC-1828-04-18       | File - [Mayrs Brothers and 2015 solo show Exhibit Materials]     | 2015-2018  |
| RBSC-ARC-1828-04-18-OS-01 | Item - Posters   |            |

## Advertising and PR Project Records

Date: 1961-2000 (date of creation)

Scope and content:

Series documents Mayrs's career in advertising and PR.

Records in this series include mockups, print copies, and photographic reproductions of advertisements designed by Mayrs; administrative records, correspondence, ephemera, promotional materials, and newspaper and magazine profiles relating to Dome Advertising; additional correspondence between Mayrs and his PR clients; and a small number of textual records relating to Mayrs's work at Lovick BBDO.

Physical description: 11cm of textual records

18 photographs: col.

Note:

Includes the following photographs: RBSC-ARC-1828-PH-28 to PH-44 and RBSC-ARC-1828-PH-215

Includes the following graphic works: RBSC-ARC-1828-GR-02

Publication status:

published

### File / item list

| Ref code                        | Title   | Dates     | Access status | Container |
|---------------------------------|---|-----------|---------------|-----------|
| RBSC-ARC-1828-01-14             | File - Magazine Ads   | 1988-2018 |               |           |
| RBSC-ARC-1828-01-17             | File - A favorite ad Probably got 100% readership                             | 1988      |               |           |
| RBSC-ARC-1828-01-17-GR-02       | Item - Artwork  |           |               |           |
| RBSC-ARC-1828-01-18             | File - My favorite ads, posters, logos, words etc. which I wrote and designed | 1974-2014 |               |           |
| RBSC-ARC-1828-01-18-PH-28 to 44 | Item - Photographs  |           |               |           |

|                            |  |                     |
|----------------------------|--|---------------------|
| RBSC-ARC-1828-01-19        | File - Original mailouts to Vancouver businesses from Dome Advertising during the 1992 recession<br>Written by Charles Mayrs | 1992                |
| RBSC-ARC-1828-01-20        | File - Gordon Campbell campaign for mayor of Vancouver<br>Plus Letter from Campbell to Mayrs                                 | Jun 1986 - Nov 1986 |
| RBSC-ARC-1828-02-04        | File - Business cards, Dome Advertising Staff Phone List   | 1994                |
| RBSC-ARC-1828-02-05        | File - Ad Roughs Stuff   | 1991                |
| RBSC-ARC-1828-02-07        | File - Magazine Ads  | 1987-2000           |
| RBSC-ARC-1828-03-01        | File - [Dome Advertising Profile Book and Promotional Ads]   | 1992-1995           |
| RBSC-ARC-1828-03-05        | File - BC Liberal Caucus Scripts/Radio Ads   | 1997                |
| RBSC-ARC-1828-04-01        | File - [Expo 86 Materials - Presentation notes and press]  | 1986                |
| RBSC-ARC-1828-04-04        | File - [Advertising Records and Samples]   | 1961-1997           |
| RBSC-ARC-1828-04-09        | File - [Dome Advertising Ephemera]   | 1987-1996           |
| RBSC-ARC-1828-04-09-PH-215 | Item - Photograph  |                     |

## Personal Records

Date: 1940-2021 (date of creation)

Scope and content:

Series documents Mayrs's personal interests as well as family history. In particular it traces his passion for running, his correspondence on behalf of his personal political views, and some of his activities from when he was growing up (i.e. his work as a paper boy).

Record types include: a genealogy, recollections of Mayrs's family history written by the creator, press clippings that mention Mayrs, speeches and letters written by Mayrs for friends and personal milestones, photographs and ephemera that relate to his personal and aggregate professional life.

Physical description: 5.5cm of textual records

25 photographs: col.

Note:

Includes the following photographs: RBSC-ARC-1828-PH-109 to 115, RBSC-ARC-1828-PH-156, RBSC-ARC-1828-PH-212 to PH214, and RBSC-ARC-1828-PH-216 to PH-230.

Publication status:

published

| File / item list                  |  |                  |               |           |
|-----------------------------------|--|------------------|---------------|-----------|
| Ref code                          | Title  | Dates            | Access status | Container |
| RBSC-ARC-1828-01-01               | File - Mayrs timeline, history, CV, excetra [sic]                        | 2021             |               |           |
| RBSC-ARC-1828-01-21               | File - Government letters  | 1960-1994        |               |           |
| RBSC-ARC-1828-01-22               | File - Just Interesting Stuff [Newspaper Clippings, Printed Ads]         | 1949-2019        |               |           |
| RBSC-ARC-1828-01-22-07-01         | Item - News Clipping   |                  |               |           |
| RBSC-ARC-1828-02-02               | File - [News and Magazine Profiles, Features]                            | 1970-2016        |               |           |
| RBSC-ARC-1828-02-08               | File - EmailsLost all emails from before 2010                            | 2010-2020        |               |           |
| RBSC-ARC-1828-02-11               | File - Running Life  | 1976-2018        |               |           |
| RBSC-ARC-1828-02-11-PH-109 to 115 | Item - Photographs   |                  |               |           |
| RBSC-ARC-1828-03-06               | File - Letters, Articles + Stuff   | 1985-2016        |               |           |
| RBSC-ARC-1828-03-06-PH-156        | Item - Photograph  |                  |               |           |
| RBSC-ARC-1828-03-13               | File - Smile of the Day [Newspaper Feature]                              | 1986             |               |           |
| RBSC-ARC-1828-03-20               | File - A Fred Jensen Eulogy By C. Mayrs                                  | 20 January 2020  |               |           |
| RBSC-ARC-1828-03-22               | File - [Greek marathon - North Shore News article]                       | 20 November 1990 |               |           |
| RBSC-ARC-1828-03-24               | File - Rough Text for Wikipedia  | [ca. 2013]       |               |           |
| RBSC-ARC-1828-04-02               | File - [Letter to Brian Johnston]  | June 2012        |               |           |
| RBSC-ARC-1828-04-05               | File - [Magee High School Class of 1957 Reunions]                        | 2007-2017        |               |           |
| RBSC-ARC-1828-04-05-PH-212 to 214 | Item - Photographs   |                  |               |           |
| RBSC-ARC-1828-04-06               | File - [Correspondence]  | 2007-2009        |               |           |
| RBSC-ARC-1828-04-07               | File - [Dorothy Livesay Tribute Invitation]                              | 2009             |               |           |
| RBSC-ARC-1828-04-11               | File - Canadian Who's Who [Profile]                                      | 2010             |               |           |
| RBSC-ARC-1828-04-12               | File - Graphs of artist friend Dennis Badgley's 50th birthday slide show | 1988             |               |           |
| RBSC-ARC-1828-04-13               | File - [Letter from John Reynolds]                                       | 2005             |               |           |
| RBSC-ARC-1828-04-17               | File - Family history plus a genealogy [sic] chart                       | 1940-2020        |               |           |

|   |                    |
|---|--------------------|
| RBSC-<br>ARC-1828-04-17-<br>PH-216 to 230 | Item - Photographs |
|---|--------------------|