

The Art of the Dust Jacket

A Christchurch Art Gallery
Outer Spaces Project
30 May – 14 July 2014



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30 May – 14 July 2014 / Central Library Peterborough / A Christchurch Art Gallery Outer Spaces Project

Before the development of cheap mass production, books were either sold in fine bindings or unbound, so that collectors could bind them in their own house style. During the nineteenth century books began to be sold with what we would consider conventional bindings, and dust jackets began to be used – plain paper wrappers that protected the book in transit and which were often discarded at the point of purchase. Early dust jackets are, for this reason, extremely rare.

Gradually the value of using the dust jacket to promote its contents – the book itself – was realised, though this, to us, quite obvious practice only really became common in the 1920s. The British Library's earliest dust jacket dates only from 1919. However, publishers soon grasped the value of illustrated covers, both to attract customers' attention and to advertise other titles. Even so, dust jackets were still seen as throwaway items and, if retained, as the most fragile part of the book they were likely to suffer the greatest damage. Nothing enhances the value of a second-hand book as effectively as a good dust jacket, ideally one that is illustrated, in fine condition and with the price unclipped.

The dust jackets and book covers in this exhibition – with just two exceptions from the Gallery library – were all created by New Zealand artists whose work is represented in the Gallery's art collection. Some are straightforward representations of the subject matter of the book, but more abstract designs are found too. In all cases the voice of the artist, familiar from what might be called their 'high art', can be clearly seen in this more commercial work and, despite the constraints of the size and shape of the book, original and powerful visual statements are made.

Of course matters have now come full circle: dust jackets are the exception and book covers themselves are now routinely illustrated. For the sake of a more complete survey, this exhibition includes a number of illustrated covers.

Tim Jones

Librarian, Christchurch Art Gallery Te Puna o Waiwhetu

Further reading: Hamish Thompson, *Coverup: the art of the book cover in New Zealand*, Godwit, 2007



The Auckland Gallery Associates Inc, 1959

E.H. McCormick

Case 1

1.

Colin McCahon

The Inland Eye by E.H. McCormick

Auckland Art Gallery, Auckland 1959

Reproduced courtesy of the Colin McCahon
Research and Publication Trust

2.

Don Peebles

Blue Rain by Alistair Campbell

Wai-te-ata Press, Wellington 1967

3.

Robin White

A Letter to Jerusalem by Sam Hunt

Bottle Press, Paramata 1971

4.

Dick Frizzell

Designscape issue 27

New Zealand Industrial Design Council,
Wellington 1975

5.

Don Peebles

Untold issue 3

Untold Books, Christchurch 1985

6.

John Drawbridge

Landfall issue 72

Caxton Press, Christchurch 1964

7.

Ralph Hotere

Sap-wood & Milk by Hone Tuwhare

Caveman Press, Dunedin 1972

8.

Ralph Hotere

Jerusalem Sonnets by James K. Baxter

University of Otago, Dunedin 1970

9.

Milan Mrkusich

Landfall issue 68

Caxton Press, Christchurch 1963

10.

Gordon Walters

Contemporary Maori Writing

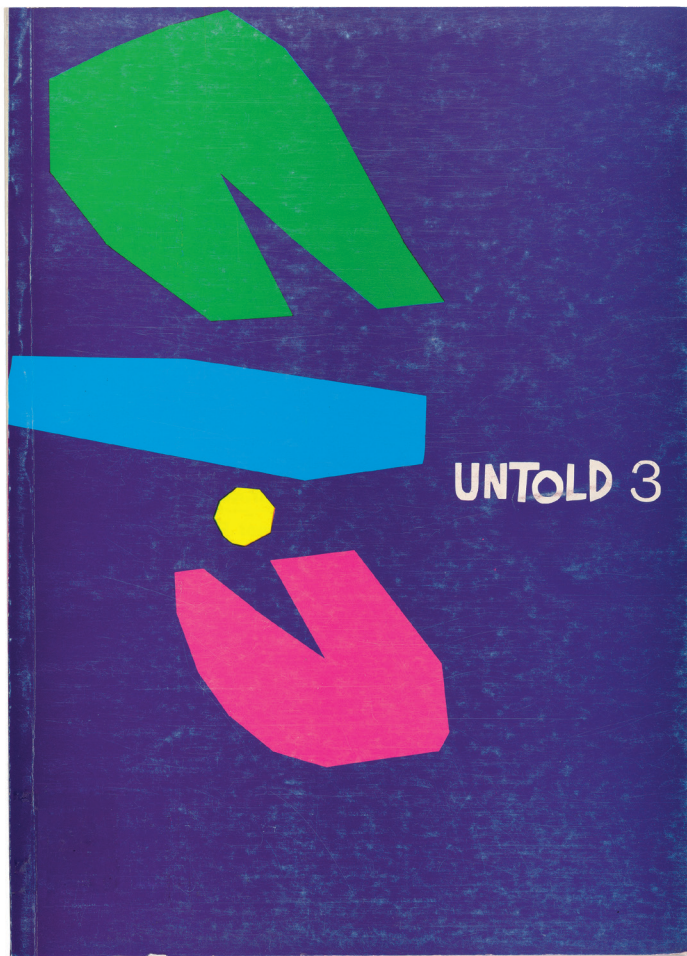
selected with an introduction

by Margaret Orbell

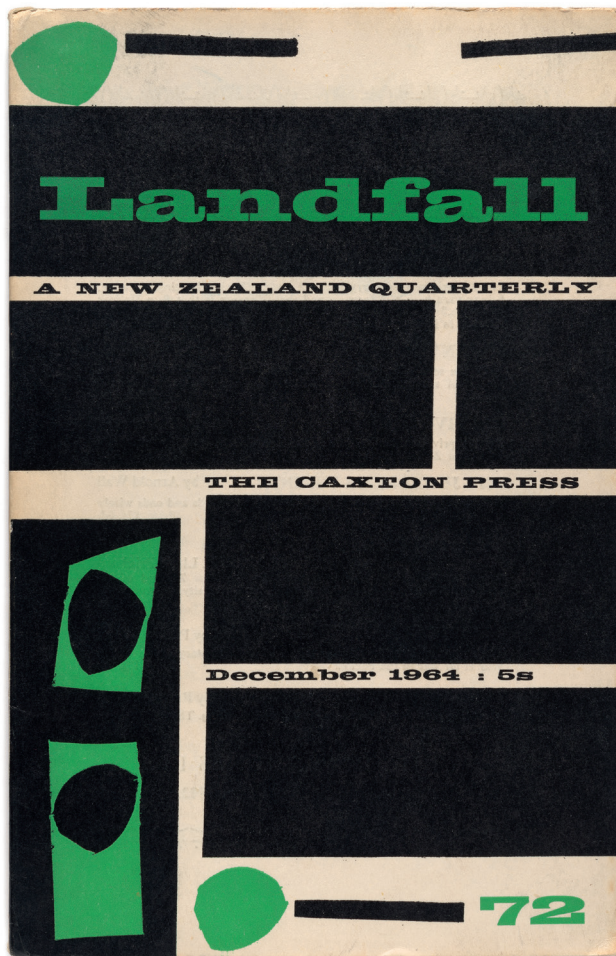
Reed, Wellington 1970



3.



5.



6.

Case 2

11.

Juliet Peter

The Tall Tussock by David McLeod

Whitcombe and Tombs, Christchurch 1959

12.

Austen Deans

Pioneers on Port Cooper Plains by John Deans

Simpson and Williams, Christchurch 1964

13.

Douglas Badcock

Who Rides the Tiger by Florence Preston

Craig Printing Company, Invercargill 1980

14.

Colin Wheeler

White Stone Country by K.C. McDonald

North Otago Centennial Committee, Oamaru 1962

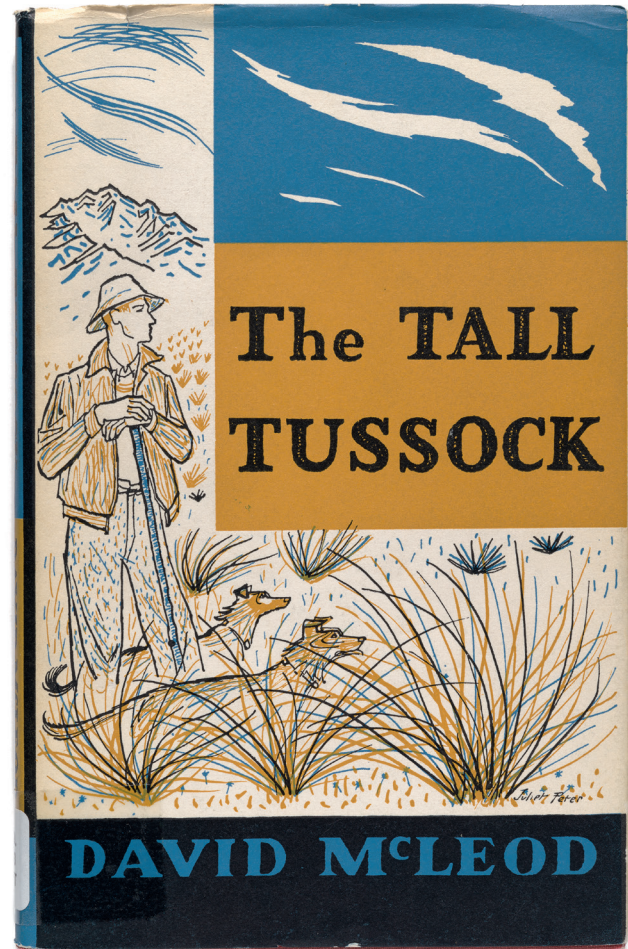
15.

Peter McIntyre

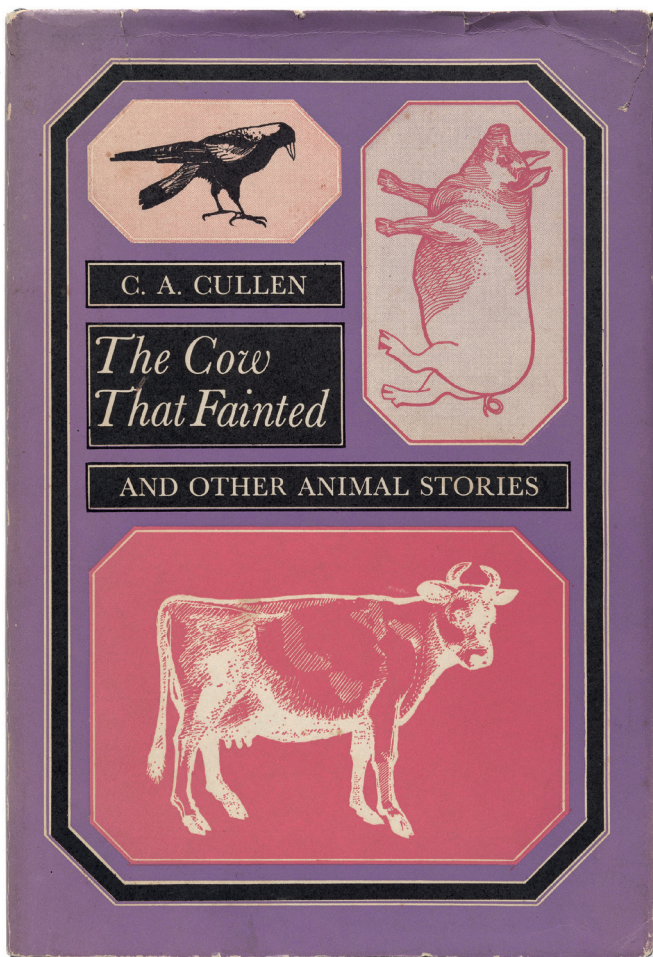
A Taste of France: French cuisine for New Zealanders

by Madeleine Hammond

Reed, Wellington 1963



11.



20.

16.

Nigel Brown

Gone No Address by R.F. Brown

Coromandel Press, Coromandel 1982

17.

Barry Cleavin

The People Dance: Poems by Barry Southam

Northcott Reeves, Dunedin 1982

18.

Para Matchitt

No Ordinary Sun by Hone Tuwhare

Longman Paul, Hamilton 1973

19.

Dick Frizzell

Fire on the Clay: the Pakeha comes to West Auckland

by Dick Scott

Southern Cross Books, Auckland 1979

20.

Patrick Hanly

The Cow that Fainted and Other Animal Stories

by C.A. Cullen

Blackwood and Janet Paul, Hamilton 1966

Case 3

21.

John Summers
O Darkly Bright by John Summers
Pisces Print, Christchurch 1987

22.

Michael Smither
Strangers and Journeys by Maurice Shadbolt
Hodder and Stoughton, London 1972

23.

Michael Smither
A Touch of Clay by Maurice Shadbolt
Hodder and Stoughton, London 1974

24.

Michael Smither
This Summer's Dolphin by Maurice Shadbolt
Cassell, London 1969

25.

Eileen Mayo
Best Cat Stories edited by Michael Joseph
Faber and Faber, London 1952

26.

Robyn Kahukiwa
Once Were Warriors by Alan Duff
Tandem Press, Auckland 1990
Private collection

27.

Peter McIntyre
School at Cape Runaway by Lynne Owen
Reed, Wellington 1964

28.

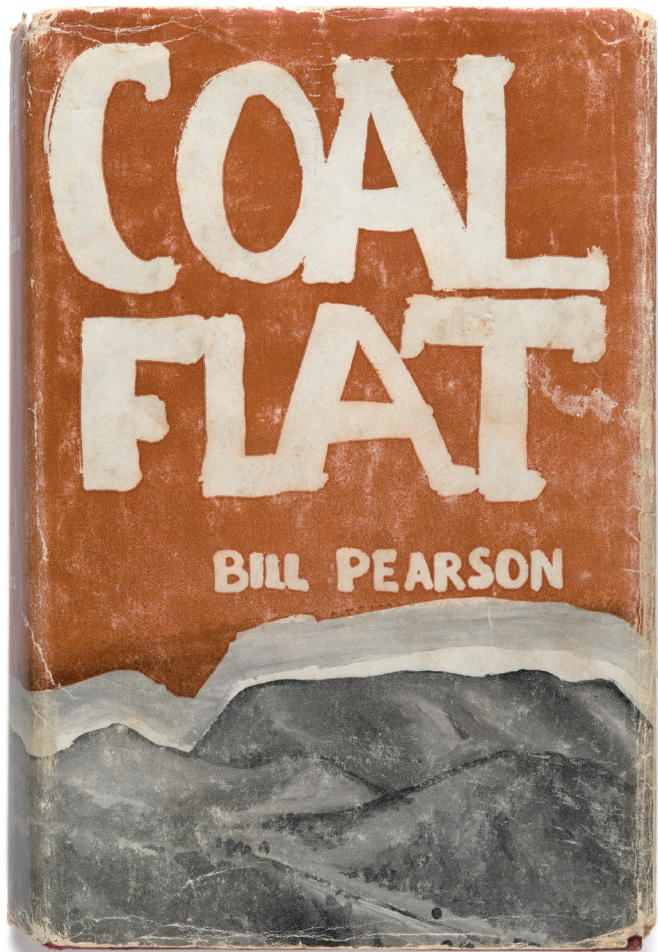
Colin McCahon
A Pound of Saffron by M.K. Joseph
Victor Gollancz, London 1962

29.

Colin McCahon
Ice Cold River by Ruth France
Constable, London 1961

30.

Colin McCahon
Coal Flat by Bill Pearson
Longman Paul, Hamilton 1963
Private collection



30.



35.

Case 4

31.

Eric Lee-Johnson
Speaking for Ourselves
edited by Frank Sargeson

Caxton Press, Christchurch 1945
Peter Dunbar Collection, Robert and Barbara
Stewart Library and Archives, Christchurch
Art Gallery Te Puna o Waiwhetu

32.

Edward Bracey
A Country Like Home
by Guy Young

Caxton Press, Christchurch 1965
Peter Dunbar Collection, Robert and Barbara
Stewart Library and Archives, Christchurch
Art Gallery Te Puna o Waiwhetu

33.

Leo Bensemann
The Fallen House: Poems
by James K. Baxter

Caxton Press, Christchurch 1953
Peter Dunbar Collection, Robert and Barbara
Stewart Library and Archives, Christchurch
Art Gallery Te Puna o Waiwhetu

34.

E. Mervyn Taylor
Shadow of the Flame: Poems
by Hubert Witheford

Pelorus Press, Auckland 1950
Leo Bensemann Collection, Robert and Barbara
Stewart Library and Archives, Christchurch Art
Gallery Te Puna o Waiwhetu

35.

Anne McCahon (née Hamblett)
Three Brown Bears and the Manpower Man
by Margaret Dunningham

Paul's Book Arcade, Hamilton 1945
Leo Bensemann Collection, Robert and Barbara
Stewart Library and Archives, Christchurch Art
Gallery Te Puna o Waiwhetu

36.

Gordon McAuslan
*The Journal of Edward Ward:
Canterbury 1850–51*

Pegasus Press, Christchurch 1951
Private collection

37.

Olivia Spencer Bower
First with the Sun: Essays
by Alan Mulgan

Dent, London 1938
Olivia Spencer Bower Archive, Robert
and Barbara Stewart Library and Archives,
Christchurch Art Gallery Te Puna o Waiwhetu

38.

Russell Clark
Denis Glover's Bedside Book by Himself
Reed, Wellington 1963

39.

Theo Schoon and Eric Lee-Johnson
Arts Yearbook issue 6
Wingfield Press, Wellington 1950

40.

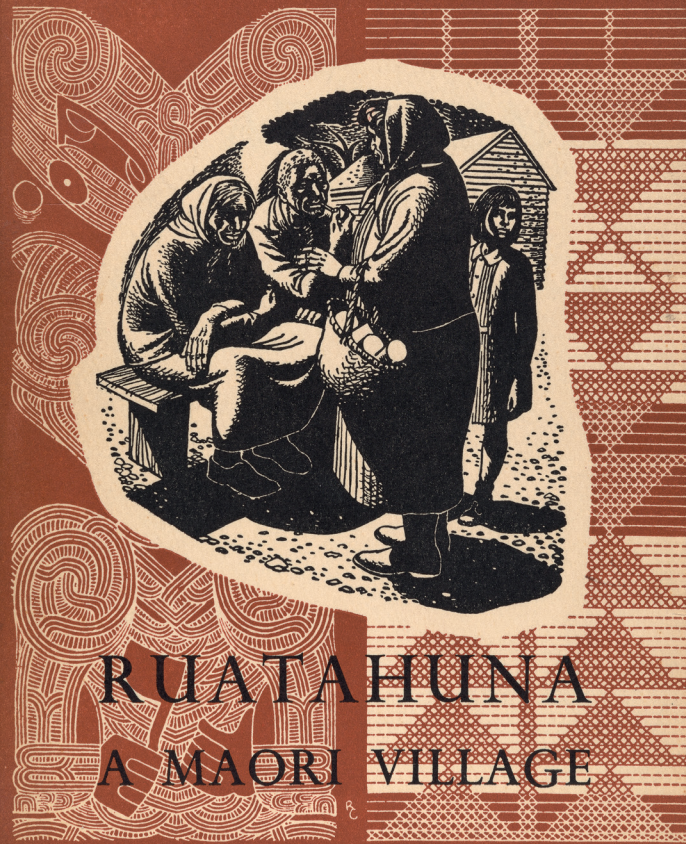
Russell Clark
Ruatahuna, a Maori Village
New Zealand Education Department,
Wellington 1950

THE JOURNAL OF EDWARD WARD



CANTERBURY 1850-51

36.



RUATAHUNA
A MAORI VILLAGE

40.



**CHRISTCHURCH
ART GALLERY
TE PUNA O
WAIWHETU
OUTER SPACES**
christchurchartgallery.org.nz

Christchurch City
Libraries
Ngā Kete Wānanga-o-Ōtautahi

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Unless otherwise stated, all books are
from the Robert and Barbara Stewart
Library and Archives, Christchurch Art
Gallery Te Puna o Waiwhetu.

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