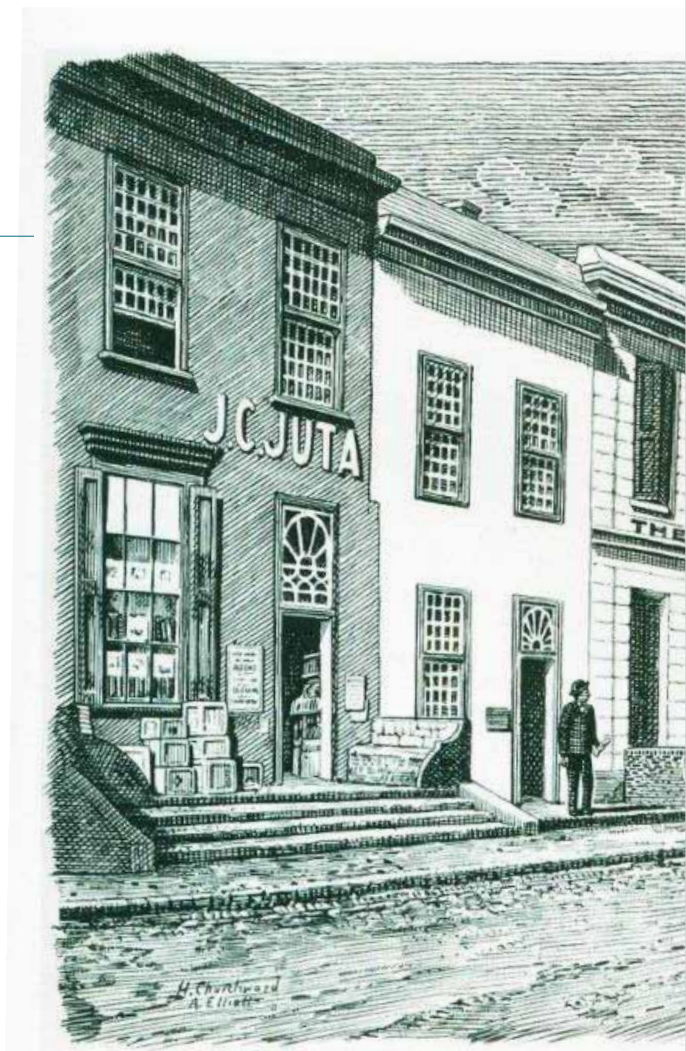


# Juta and Company

Juta and Company is the oldest publishing house in South Africa, and may well be South Africa's oldest unlisted public company still in existence today. Remarkably, the company remains true to its initial intent to service education and information requirements, and for close on 160 years Juta and Company has been especially associated with Law, Education and Academic publishing and retailing. Drawing on its heritage of authority and excellence, Juta has remained relevant by retaining its entrepreneurial spirit of embracing technological innovation and diversifying beyond publishing and retail into training, e-learning and technology-driven information solutions.

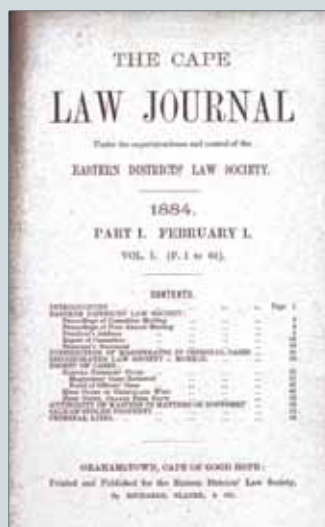
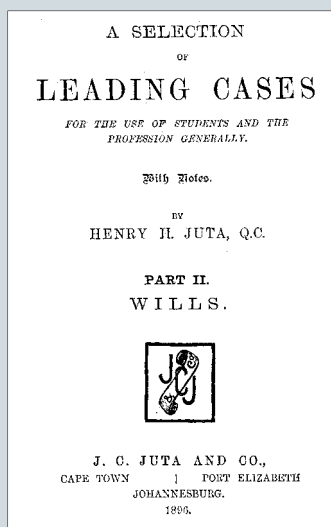
The history of Juta is in many ways the history of publishing and book retailing in South Africa. Jan Carel Juta was an enterprising young Dutchman. Trained in Law and married to Karl Marx's sister, he sailed to the Cape where, in 1853, he established a company that would be described



By 1857 JC Juta had moved to 2 Wale Street, Cape Town



What was said by Sir John Kotze of Jan Carel Juta might well be said of the company he founded, "He has left us an example of what can be achieved by perseverance, devotion to duty and honourable commercial effort."



J.C Juta started publishing legal journals as far back as 1864. That era also marked the beginning of the connection between Juta and education that continues to this day





constant theme is the enterprise, determination and integrity of the people who succeeded Jan Carel Juta.

A glance at the list of surnames of directors and staff who worked for Juta over the last 158 years reveals the quintessential family firm. After the Jutas came the Duncans and Cuypers; four generations were at the helm from the last years of the 19th century to the first years of the 21st century. The Paris family was another of several dynasties to serve Juta. This type of long service and family connection fostered loyalty and pride in the work the company was doing. It also helped to bed down the reputation of Juta and Company for trustworthiness and reliability.

But, vital as these qualities are to the long-term survival of any enterprise, they are not enough to explain such a remarkable track record of business continuity. To better understand the firm's success, it is worth recalling some of the core principles that the entrepreneurial Jan Carel Juta exhibited when he started the company, and which have remained true of the Juta and Company brand ever since:

- Responsiveness to the market
- Rooted in the South African soil
- Ability to adapt, lead and innovate

### 158 Years of the Juta brand Responding to the market and customer care

Although Jan Carel Juta trained as a lawyer and in 1853 brought a law library with him from Holland, he showed true entrepreneurship by selling whatever his customers needed. From his first shop on the corner of Burg and Wale streets, Juta sold bibles, stationery, periodicals, cigars and even Eau de Cologne. When the first shop opened in Johannesburg about 35 years later, it offered books, magazines, records, gramophones, artists' materials and stationery as well as leather goods and pianos.

It was not long before Juta was publishing in the legal field and he knew what would catch the public's attention – controversy in the church. In 1864 and 1865 he published the findings of Dutch Reformed Church rulings against ministers who had strayed from orthodoxy. In the unusual Roman Dutch legal system of the colony, Juta recognised a need to document precedents which is a vital component of any legal system. In the absence of relevant case law from Europe, it was vital that such a resource be created. Juta filled that need with the publication, in 1869, of a summary of the previous year's cases. In time, Juta's Law Reports would cover all cases back to 1828 and come to play a vital role in South African jurisprudence right up until the present day.

*Juta's Corner in central Johannesburg, the place to meet in the 1890s*

in *The Cape Times* of 1901 as "almost a public institution" in South Africa. Jan Carel Juta earned a reputation for innovation and responsiveness to the market, both qualities that his successors have continued to exhibit through the years. Juta's stellar reputation in the legal field is based on the fact that the firm started publishing legal books as far back as 1864 – its iconic Law Reports first appeared in 1869. With Juta Law's early embrace of modern technology, a vast library of legal publications has long been available in both print and electronic format.

Described by one who knew him well as a man of 'education, capacity, energy and strong will', Jan Carel Juta laid the foundation for a firm that has grown to maturity in tandem with the country in which it is rooted: starting in the Cape – but very quickly branching out to all parts of southern Africa.

Like South Africa, Juta has experienced local wars, world wars, economic booms and depressions. Like South Africa, Juta has adapted to the times and grown stronger. A







The facade of J.C. Juta's bookshop in the Colonial Mutual building in Adderley Street before it was destroyed in the devastating fire of 1901

Scientific quests and curiosity spurred other ventures. In 1858, Juta imported for the Royal Observatory the scientific instruments it needed and entered partnerships that saw a number of maps of southern Africa published. But it is in an 1857 letter addressed to the Cape governor that we see Juta responding expertly to a new market. He asked for, and won, the right to supply reference books for the examining board of the new University of the Cape of Good Hope. This was the beginning of South Africa's university system and the beginning of the connection between Juta and education that has seen tens of thousands of textbooks and readers published over the years.

When the Juta and Company shop in Adderley Street was utterly destroyed by fire in 1901, the advertisement that appeared in the local press on the Monday following the blaze shows how customer needs remained the overriding priority:

Messrs. J.C. Juta & Co, regretting the inconvenience to Customers, which is only temporary, beg to announce that large stocks of all leading Educational Publications have been cabled for, and they hope there will be little delay in shipping.

Branches at Port Elizabeth and Grahamstown and other places were called on to send stock to Cape Town. Orders for £12 000 worth of stock were placed from Britain and the company resolved to reprint all of Juta's own legal publications. The company directors showed remarkable tenacity in keeping customers supplied. They lived up to the promise that they had made after the fire to be 'up and doing'.

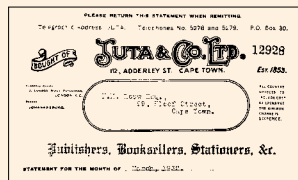
One year and £70 000 later, Juta opened its doors further up Adderley Street in a spanking new building. *The Cape Town Guide* commented that the "interior of the shop has been fitted up in a very superior style, with elegant and substantial counters, show cases, stands and other appropriate appointments." The same guide book noted that "a large upcountry" trade served customers via the "parcel post, the railway and coastwise steamers". Today, the flagship store and functional yet stylish head office in Claremont effectively showcases the contemporary evolution of this Juta identity.

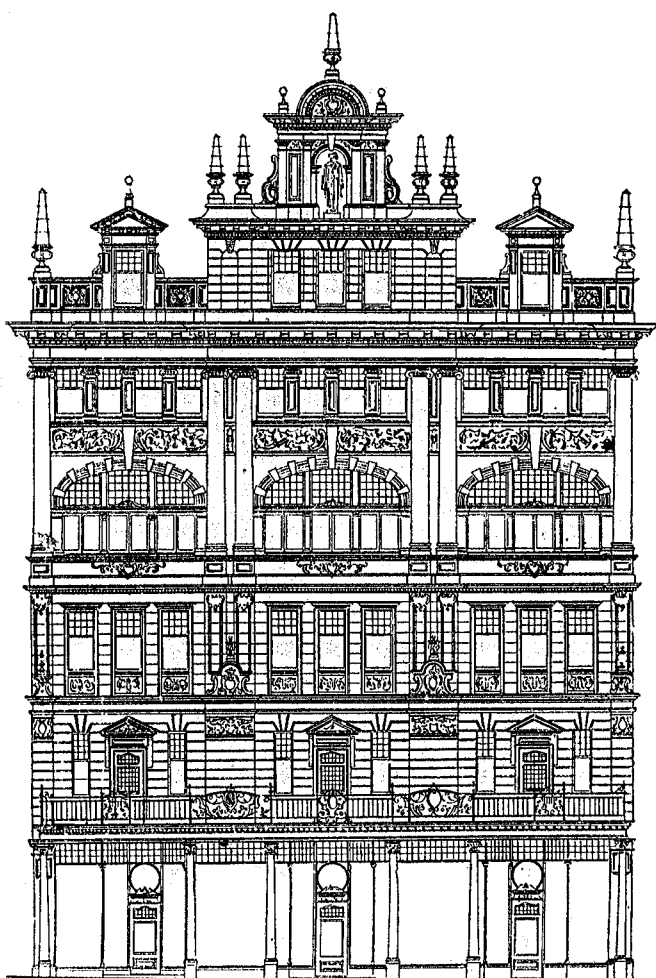
### Rooted in the South African soil

It was clear from the beginning that Jan Carel Juta was determined to make a business which responded to local needs. He and his successors supported local authors and helped to create a book-buying public. Juta and Company remains a proudly South African firm. When the *Cape Argus Weekly Edition* complained in 1881 that local children's education was being conducted "without striking root locally in the land they live in," Juta's son, also Jan Carel, reacted angrily. He sent the newspaper copies of school books that his father had published which were specifically geared to local conditions.

Just four years after arriving in the Cape, in 1857, the original Jan Carel Juta had been a driving force behind the creation of the

Juta and Company published a number of childrens books. This one was written by the founder's son, Sir Henry Juta.





Architect George Ransome's sketch of the proposed new building, 1902

*Cape Monthly Magazine* from among whose readers were drawn the first members of the South African Philosophical Society and the South African Fine Arts Association. Juta and Company is closely associated with the development of languages in South Africa. Having originally met the need for High Dutch publications, the company started to publish in 'Simplified Dutch' and 'Dutch Afrikaans'. Melt Brink's stories were advertised in 1894 as being in 'Kaaps-Hollands'. A *Grammar of the Namaqua and Hottentot Language* appeared as early as 1857 and Juta has published many works in indigenous languages since. By the 1950s Juta was publishing in African languages with readers in isiZulu, Setswana and novels in North Sotho and isiXhosa amongst others.

In the period after Union, Juta increasingly published books reflecting a South African outlook. Titles included *Where the Aloe Grows*, *Voice of the Veld*, and *A Breath of the Karoo*.

Nadine Gordimer and TV Bulpin were among the many young South African writers to have their works published by Juta and Company. Whereas an estimated 60-75 percent of school books were imported in 1920, by 1950 a full 85 percent were written, printed and published in South Africa. Juta and Company records show a 100 percent increase in royalties paid out to educational authors in the decade up to 1950.

In May 1979, the *Cape Times* published an editorial which mourned the passing of "an

outstanding son of South Africa" in Graeme Duncan. Duncan's brother was at that time Managing Director of Juta, as his father had been before him.

An editorial in the same newspaper, "Gagging of the press" indicates just one of the challenges that publishers faced in that period. Juta and Company published several books with anti-apartheid themes, by authors such as Margaret Ballinger, but it was the company's backing for the strong voice of the *South African Law Journal* that irked the apartheid rulers most. Juta acquired the *South African Law Journal* in 1910 and it became the leading journal for insightful and independent thought in the legal fraternity.

Graeme Duncan, a director of Juta and Company, was assistant editor of the journal for several years but rose to prominence as the lead advocate in the fight against the ruling party's drive to deprive the coloured population of the right to vote. Duncan and his team won successive High Court appeals, but when the constitution was subverted these did not prevail.

Juta continues to promote transformation post-apartheid, particularly advocating and supporting transformation in education as a means to developing an equitable society. Likewise, transformation within the firm is actively fostered and Juta was one of the first South African publishers to conclude a Black Economic Empowerment (BEE) deal, with the long-standing black non-executive directors taking up a 25 percent shareholding in the company in 2005.







## Iconic structures

The first shops from which Jan Carel Juta sold his wares were very modest. Within two years of the death of the company founder in 1886, a move was made into the stately Colonial Mutual building on Adderley Street in Cape Town. Juta and Company thrived at that location until a catastrophic fire in 1901 destroyed the building. Any stock that was not burnt in the initial blaze was destroyed when a secondary fire flared up and the fire department flooded the basement.

The exuberantly detailed façade of Juta's new building became the face of Juta in Cape Town until 1951. The sculpture of William Shakespeare that presided over Juta's operations in the city ultimately came to rest at Maynardville, where he still keeps an eye on outdoor productions of his plays. Administration and warehousing were moved out of the city but the bookshop in Church Street remained a popular destination for book buyers for a number of years. In 2000, the retail flagship store and head office functions were reunited in the Claremont CBD.



*Shakespeare stood watch over the Juta and Company Adderley Street premises*



*Juta's Cape Town building in the 1940s*



*The multi-storey building that still stands on the corner of Loveday and Pritchard in downtown Johannesburg*



*In 1888 Juta's first wood and iron building served the gold miners in what would become central Johannesburg*



*Interior of Juta's present day flagship store in Claremont, Cape Town*

## Juta's Corner

Juta struck gold when the site of the company's Johannesburg site on the corner of Loveday and Pritchard streets was chosen for the site of a new bookshop. Writing of the year 1896, historian GA Leyds declared that, "In those days Pritchard Street was the only shopping street that mattered." According to Leyds, Pritchard was still an important street in 1964, maintaining through shops such as "Juta's and Paramount Stores ... the atmosphere of quality and efficient

merchandising with which its name has for so many years been associated."

The old Victorian premises were replaced in 1950, but the site retained its hold on customers. Juta enjoyed a huge advantage over other booksellers through its position, not only at an important and busy intersection but near to the bus terminus. People would often arrange to meet at Juta's Corner, so if one of the friends was late the other could always indulge in a bit of browsing.

Today, besides the new flagship store in Claremont, larger stores in Hatfield, Pretoria and the Carlton Centre in Johannesburg, and several campus sites, Juta and Company has a virtual location in its online store and divisional sites at [www.juta.co.za](http://www.juta.co.za). The Claremont head office provides the hub for the publishing, solutions and training businesses along with back office functions that support Juta's national reach.



*Juta's original Church Street shop front in Cape Town*