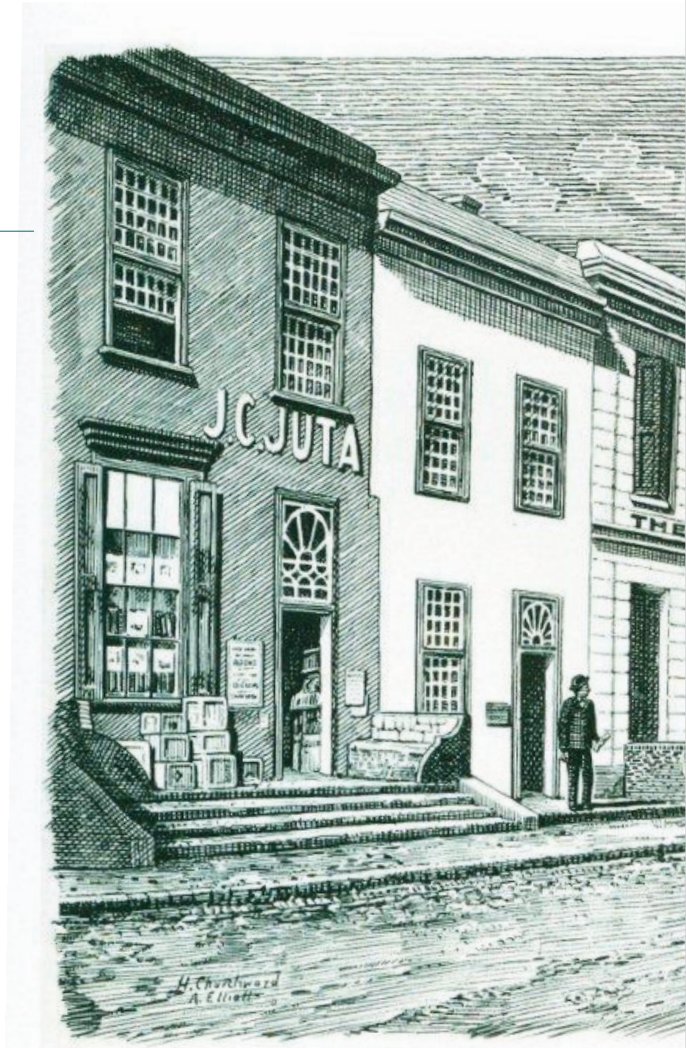


Juta and Company

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.

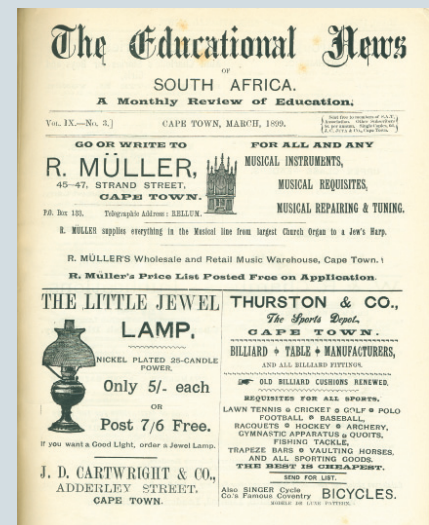
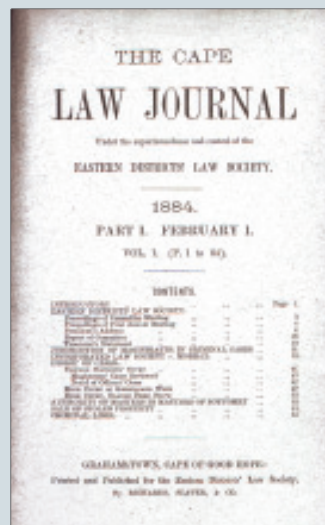
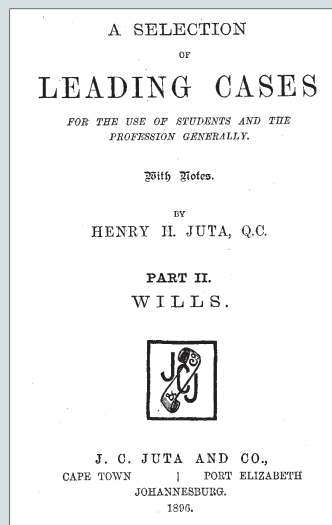
The history of Juta is in many ways the history of publishing and book retailing in South Africa. Jan Carel Juta was an enterprising young Dutchman. Trained in Law and married to Karl Marx's sister, he sailed to the Cape where, in 1853, he established a company that would be described



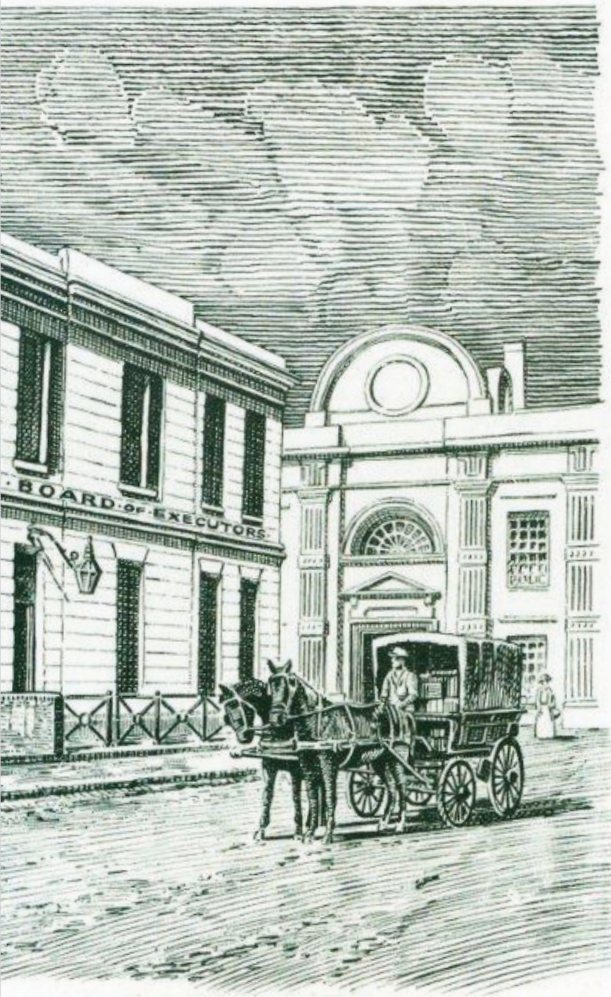
By 1857 JC Juta had moved to 2 Wale Street, Cape Town



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."



JC 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'S JUVENILE LIBRARY.
The Cheapest Series of Children's Stories published in South Africa.

LIST OF TITLES:

By HELEN BLACKMORE
 *A NEW HOME--Good-bye to the Farm
 BOBBY'S BIRTHDAY GIFT *MICKEY
 *RIKKI THE MEERKAT THE THREE TREES
 *THE DUIKER--A splendid little South African Nature Story

By ANNETTE JOELSON
 *THE HARE AND THE WHISTLES and CATOLJIE AT THE FAIRIES' BALL
 *THE STORY OF BROTHER WOLF AND BROTHER JACKAL and THE KING'S DAUGHTER AND THE KITCHEN BOY
 *THE STORY OF THE ROSE and HOW THE HYENA GOT ITS NAME
 THE STRANGE ADVENTURES OF A LITTLE GIRL IN NURSERY-RHYME LAND
 THE TICKLISH GIANT *TJUCKI--THE SINGING BIRD

By SIR HENRY JUTA
 THE CLOUD BABIES *THE TREE BABY
 *THE JAM BABIES THE WATER BABY
 THE TREASURE BABIES *THE WOOD BABIES

By G. M. ROGERS
 *BLUE-BELLS and ALONE ON THE SEA
 *THE FAIRIES IN THE MEALIE PATCH and IN THE TOY CUPBOARD
 *"SNOW" THE BRAVE LITTLE KAFIR BOY and PEGGY'S FROG PRINCE
 * Indicates Titles ready. Others will be published later.

16 PAGES EACH. ILLUSTRATED PAPER COVER.

THESE STORIES ARE EMINENTLY SUITABLE FOR USE AS SUPPLEMENTARY READERS IN SCHOOLS.

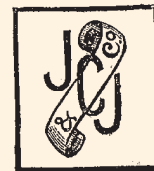
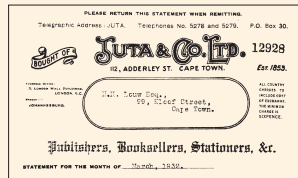
Further titles will be published from time to time.

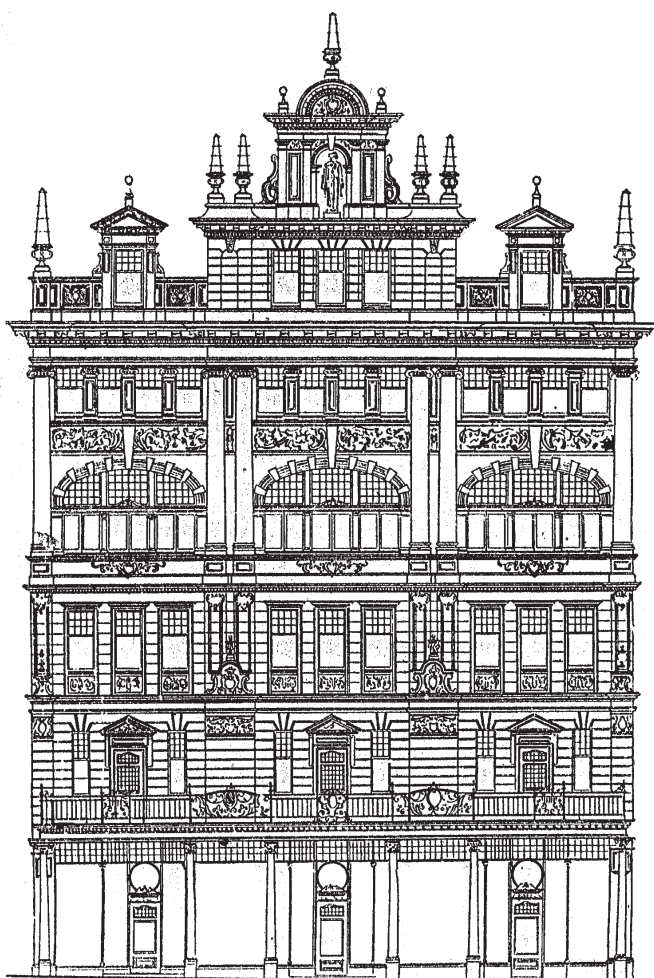
UNDER NO CONSIDERATION CAN THESE BOOKLETS BE SENT ON APPROVAL THROUGH THE POST OR EXCHANGED.

FROM ALL BOOKSELLERS, OR FROM THE PUBLISHERS:
JUTA & CO., LTD.
 Booksellers and Publishers,
 CAPE TOWN AND JOHANNESBURG.



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.

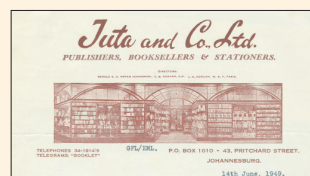
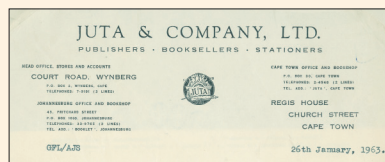
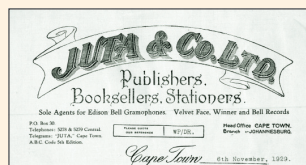
In May 1979, the *Cape Times* published an editorial which mourned the passing of "an

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.





Louise Juta, the sister of Karl Marx, married JC Juta shortly before they ventured to the Cape

Adapting, leading and innovating

With the death of Jutta's founder in England in 1886, his widow Louise returned to the Cape and maintained an interest in her late husband's company until her death at the age of 72 in 1893. In the same year as the company founder's death, gold was discovered on the Witwatersrand. Within a year, in 1887, a Jutta agent bought a plot of land far from what was then Ferreira's Camp but the site would soon become central Johannesburg, and in 1888 a trading licence was issued. The corner of Loveday and Pritchard streets would become known as Jutta's Corner and be the place to meet for generations of Johannesburgers in the centre of the city. It remains known as 'Jutta's Corner' to this day.

Johannesburg staff were quick to adapt to the new market spawned by the gold rush. An 1890 Jutta advertisement recorded the availability of Eissler's publication, *Metallurgy of Gold*, in store. Jan Carel Jutta was a leader in the use of advertisements. Less than a month after his arrival in Cape Town, *De Zuid-Afrikaan* carried the first reference to a Jutta enterprise. Three weeks after that he had signed a lease on a shop and celebrated it with a front page advertisement. When Gallup started polling in the United States of America in 1935, Jutta started doing its own kind of targeted marketing. Every envelope sent out carried an advert.

Jutta and Company's *Monthly Books News* appeared for the first time in 1950. With detailed news of the latest books, reviews and recommendations going out to nearly 50 000 addresses every month, Jutta was in touch with its customers as never before. Although this was a costly exercise – postage alone amounted to £4 000 – it was not long before it reaped rewards and Jutta continues to be in direct contact with its customers whether via electronic updates or e-news services such as Legalbrief.

In 1988, Jutta partnered with Compustat to form Jutastat, the second company in the world to use compact disc technology to capture and distribute legal works. Within a short space of time, CD-ROM versions of *Jutastat Tax and South African Statutes* had appeared, and Jutta was well and truly launched on the digital path. Today Jutta's extensive library of legal content is digitised and searchable with subscriber access via the internet, intranet sites or on DVD.

Article in *De Zuid Afrikaan* October 1853: "... We rejoice in the arrival of Mr Jutta the bookseller in the seat of government, because we trust that by the uniform supply of Dutch books, the Dutch element in the education of our youth may be preserved."

De Zuid-Afrikaan.

AGENTEN VOOR DIT BLAD IN DE BUITEN DISTRIKTEN.

De Hr. W. P. R. Dizon, Bloemfontein; De Hr. J. C. Hofmeyr, Burgersdorp; De Hr. C. Pritchard, Beaufort; De Hr. Th. Osterloh, Caledon; De Hr. P. C. van Ellewee, Clanwilliam; De Hr. J. L. Knobel, Colesberg; De Hr. D. Blancheberg, Cradock; De Hr. C. Visser, George; De Hr. W. G. Zinn, Graaff-Reinet; De Hr. L. Clemens, Hottentots Holland; De Hr. N. Meyer, Ex. Hartenbosch distrikt Mosselbaai; De Hr. C. W. Nelson, Koppa en Plettenbergbaai; De Hr. M. Hamman, Malanburg; De Hr. D. A. de Villiers, Paarl; De Hr. R. Cordina, Swellendam; De Hr. P. Korsten, Stellenbosch; De Hr. ————Somerset; De Hr. H. L. de Lange Vos, Tulbagh; De Hr. D. J. de Villiers, Tygerberg; De Hr. E. H. Langenbach, Richmond; De Hr. J. Brehm, Uitenhage; De Hr. J. Adley, Wellington Afgeleest Paarl; De Hr. G. Bech, La. Worcester; De Hr. W. Moore, Wynberg; De Hr. J. C. Groenendaal, Faur-Smith.

DEEL XXIV.
DONDERDAG DEN 27 OCTOBER 1853.
No. 1870.

J. C. JUTA,

BOK EN PAPIER-HANDELAAR, HOEK VAN DE WALE EN BURGSTRAAT, KAAPSTAD.

HEEFT de eer aan het algemeen bekend te maken, dat hy onlangs uit Holland alhier aangekomen, heeft mede-gebragt en by hem verkrygbaar is, eene uitgezochte en ryke collectie Boeken, zoo van smaak als van studie, in alle talen en vakken, waaronder een goeden voorraad scturen en Nieuws-papieren, benevens Tyd-Bybels, Psalm, Gezang en Schooleboeken, benevens Tyd-Boeken, Engeland en Duitschland, in staat is, om hetgeen in zynen oogenbliklyken voorraad mogt ontbreken bin- nen den kortst mogelyken tyd en tegen zeer matige pryzen te leveren.

Ook zyn by hem verkrygbaar alle soorten van Engelsche en Hollandsche Pak-, Schryf-, Teeken en Post-papieren, waar- onder buitengewoon fraaie, benevens een grooten voorraad van allerlei Kantoor, School, en Teeken-behoefden, keu- rige Dames Lessenars, Pape Terrien, Albums, Pennessen, Porcelainen Leijtes, Nota Boekjes, zeer fraaie Staal en andere Pl ten en meer Goederen van dien aard.

VOORTS NOG:

ECHTE HAVANNAH
EN
ANDERE CIGAREN,
VAN UITMUNTENDE KWALITEIT,—ALSOOK,
ECHTE EAU DE COLOGNE,
uit de Fabriek van JOHAN MARIE FARINA, te Keulen, direct aangevoerd, van diens zegel voorzien en daardoor zoowel als door derzelver uitmuntende kwaliteit van de

Nieuwe Goederen
EX "MERSE"

MCDONALD, BUSK & Co.,
LANDEN NU EX "MERSE,"

72 Balen en Kasten

TJAALS—gedrukte Barege, Lama en Kassimier
HOEDJES—fancy stroo, Toskaansche, kripsche, satyno, glace zyde, enz.
HOEDJES VOERING en BELEGSEL
RYTHEMDES, effen en versierd
CHEMISSETTES, COLLARETTES
SLUIJERS en VALLEN, Kant en Blond
MUSLIN MOUWEN en MUTSEN
RINDER KASSIMIEREN HOEDEN
GEDRUKTE KEEMRIE, Fransch en Engelsch
MUSLIN GINGHAM en LAWN KLEEDEN
DE LAINE, in Kleeden en stukken
ROL VOERING, 20 en 60 yards
JAGTROKKEN, laken, fancy doe, alpaca, drilling
HUPBAAKTES, laken, drilling, enz.
VESTEN, zyde, alpaca, doe, enz.
BROEKEN, drilling en moleskin
LAKEN, zwart en blaauw
FANCY DOESKIN
ONDERBAATJESGOED, Halsdoeken
LINNEN DUCK en DRILLING
Geete en blaauwe NANKINET
KOUSENWAREN
HEMDEN en BEDLINNEN
TAFELGENEES en BAFTAS, witte en gryze
GERUIT, VOERCHITS.

EN HEBBEN ONLANGS ONTVANGEN PER
"Queen of the South" en "Brierley Hill,"
CASSINETTES
WITTE BOEK MUSLIN

DEELEN.

R. M. ROSS heeft te koop een party uitmuntende
DROOGE GEELHOUTEN DEELEN in lengten
van 15, 16, 18 en 21 voet, welke hy aanbiedt tege laggen
prys, alleen voor Kontant Geld.
54, Strandstraat, voorheen B. J. Poord.

Aan Wolteelers.

MYBURGH & Co. zyn bereid Wol te koop; en of libe-
rale vorschotten te geven op fakturen geconsigneerd
reuten of commissie

Wolzakken te Koop.
St. Georges-straat, Kaapstad.

KAAPSTADS
MECHANIEK INSTITUUT.

DE Heer CHAS. COWAN zal op VRYDAG Avond, den
28 dezer, ten 7 ure precies, eene voorlezing houden
over TAAL.

Toespraakkaartjes—prys een shilling—zyn te bekomen
door NON-LEBEN, op aanvraag by den Secretaris aan het
Instituut.

De Secretaris zal elken avond vaeren om aan LEDEN
VAN HET INSTITUUT de admissekaartjes voor dit kwar-
taal uit te reiken.

Het zal noodig zyn om de kwitantie van den *Treasurier* te
vertoon.

Op last van het Committee,
GEO. PAYNE, Sec.

OPVOEDING.

JONGEJUFVR. SAPSFORD, berigt het publiek, dat
zy aan kinderen van 3 tot 12 jarer. onderwys geeft in

“ Today Jutta's extensive library of legal content is digitised and searchable with subscriber access via the internet, intranet sites or on DVD ”

Operating out of new headquarters in Claremont's CBD to better showcase the company, Jutta continues to live up to the example set by the founder, Jan Carel Jutta, by innovating in the areas of content development, e-learning, training and compliance solutions, drawing on its ever increasing repository of content and an established pool of expert authors who are outstanding in their fields.

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. 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