

## ERNEST WILLIAM HEFFER

*The Times* struck the right note when, in its announcement of the death of Ernest William Heffer on 19th December, 1948, at the age of 77, it claimed that booklovers on both sides of the Atlantic will have been saddened by the news. "Heffers of Cambridge" stands with "Blackwells of Oxford" in the very front rank of booksellers, and both have a world-wide reputation. Heffer's bookshop in Petty Cury had an immense number of books on every conceivable subject, and you were never worried into buying, but generally enticed to do so by the variety of choice available. And you might meet Heffer himself and have the benefit of his advice.

He had an uncanny knack of sizing up his customers and thus pointing them to appropriate books. I remember in January, 1918, Dr. Draper and I were attached to an infantry brigade at Cambridge, and were dressed in immaculate khaki. We were looking into the shop when Heffer came out and said: "The scholastic books are inside, gentlemen, if you would like to see them!"

So I said to him: "What makes you think that we should be interested in such books?"

To which he replied: "There is something unmistakable about the poise of the shoulder that betrays the schoolmaster." We were both impressed by his acumen!

Besides bookselling, "Heffers" had launched out into stationery, printing, bookbinding and publishing. It is as printers and publishers that our Society has come to know them during the last twenty years, and we extend to the other members of the firm our keen sympathy in the loss which they have sustained.

N. G. B.-J.