

MARCUS
SIEFF

*Don't Ask
The Price*

THE MEMOIRS OF
THE PRESIDENT
— OF —
MARKS & SPENCER

CONTENTS

Illustrations page ix

Acknowledgements xi

| | |
|--------------|-----|
| ONE | 1 |
| TWO | 10 |
| THREE | 37 |
| FOUR | 54 |
| FIVE | 73 |
| SIX | 95 |
| SEVEN | 101 |
| EIGHT | 120 |
| NINE | 137 |
| TEN | 143 |
| ELEVEN | 168 |
| TWELVE | 176 |
| THIRTEEN | 188 |
| FOURTEEN | 199 |
| FIFTEEN | 222 |
| SIXTEEN | 228 |
| SEVENTEEN | 242 |
| <i>Index</i> | 252 |