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***Fifty Years of Pleasure (The Illustrated History of Publix Super Markets, Inc.)* by Pat Watters**

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Kirk). One is not sure how various governors were assigned to their respective categories other than on the basis of the authors' impressionistic criteria.

If the reader can struggle through the rather tedious introductory chapters to this book he will find seven chapters of Florida history and politics that are a significant contribution to the literature. One only hopes that *Florida's Gubernatorial Politics in the Twentieth Century* attracts the attention that it deserves.

Darryl Paulson

*Fifty Years of Pleasure (The Illustrated History of Publix Super Markets, Inc.).* By Pat Watters. Lakeland, 1980. Publix Super Markets, Inc. Photographs. Pp. ix, 263.

Most people, maybe even historians, probably take stores, especially food markets, for granted. In Florida and in the rapidly expanding Tampa Bay area, many people usually purchase their life-sustaining needs in a supermarket, probably of fairly new construction or recently renovated, located in a shopping plaza. The last thing that would normally enter your mind in such a setting would be questions as to the history of the store or the chain with which it is affiliated. *Fifty Years of Pleasure* is a book about just that: the history of the Publix chain of supermarkets.

Although not an academic study of Publix's history, the author has prepared a readable and interesting look at the life of the chain's founder, George W. Jenkins, and how, from the company's view, the Publix chain developed from one store to the large and successful operation it is today. A most interesting aspect of the book is that Publix's growth is backgrounded against the development of the food industry in general and supermarkets in particular that occurred during the same period of time (1930-1980). Indeed, as the dust jacket notes, the "history buff" will gain an insight into how supermarkets first developed, and learn of four significant advances in food retailing; the most recent considered to be computerization, perhaps epitomized to us by the check-out scanner and uniform product code lines.

The book follows the development of the chain by following the life of Mr. Jenkins. From this standpoint, the reader can gain a view of the motives and philosophies of the man with regard to the events that took place in the chain's history. The author also employs reminiscences from other people, many still with Publix, to further his story. Disappointingly, aside from Mr. Jenkin's early life, and of course his public life, only a few pages of the book are devoted to his family life.

One other interesting point is that the architectural style of the 1950's Publix buildings is noted. Many of these buildings can readily be seen in many area cities even though Publix stores no longer occupy them. Finally, one aspect that could have given the reader a better understanding of the company's expansion history would have been a map, or series of maps, depicting the pattern of growth and number of stores added over the years.

In summary, the book provides an interesting but not rigorous look into the history of a successful Florida business, well known to the Bay area, and the life and philosophy of its founder backgrounded by the history of the food industry.