

which notes the warts and all of department stores.

The other weakness is Togyer's lack of engagement with the scholarly literature. Like a good journalist, he tells his story well, but there is no broader contextualization. This is a shame because there are many scholarly works on department stores and very few on "Five and Tens." *For the Love of Murphy's* missed an opportunity to bridge that gap. As it stands, the book is a nicely written, if overly glowing, account of a plucky little retailer. Someone else, however, will have to ponder what role stores like Murphy's played in the twentieth century.

Despite these two criticisms, this is a very good and imaginative book. The story it tells is an important one, and its extensive use of employee and customer reminiscences make it a valuable work for scholars of retailing and both urban and rural culture. It is also a fun look back on an era now passed.

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Pivotal Pennsylvania: Presidential Politics from FDR to the Twenty-First Century. By G. TERRY MADONNA. (Mansfield, PA: Pennsylvania Historical Association, 2008. 125 pp. Illustrations, table, notes, suggested further reading, bibliography. \$14.95.)

Political junkies know Professor G. Terry Madonna, director of the Center for Politics and Public Affairs at Franklin & Marshall College and director of the Franklin & Marshall Poll. Madonna's media appearances, revealing polls, and astute political observations have enlightened and guided Pennsylvanians over the past several decades. He is splendidly qualified, therefore, to evaluate political trends, shifts in the balance of political power, and the vital contributions by the Pennsylvania electorate to determining who, since 1932, occupied the Oval Office.

This compact, fact-filled study traces realignments within Pennsylvania's electorate. It begins in 1932 by examining a slight inconclusive shift toward the Democrat Franklin D. Roosevelt and then looks at a seismic pro-New Deal movement in 1936 that ended the Republicans' post-Civil War dominance and converted Pennsylvania, thereafter, from a one-party state to a swing state or "battleground state." Madonna systematically analyzes Pennsylvania's vote in each presidential election from 1932 to 2004, adroitly assaying the salient issues, dominant personalities, and political cleavages across the state. Many factors contributed to the creation of a "genuinely competitive two-party state" that kept elections close (36). The switch of Pittsburgh (during the New Deal) and Philadelphia (after 1951) into Democratic strongholds and the continued Republican dominance of two-thirds of the rural and the non-Philadelphia suburban counties set the stage for competitive presidential elections into the twenty-

first century. Pennsylvania went for the Republicans Hoover, Dewey, Eisenhower (twice), Nixon, Reagan (twice), and George H. W. Bush and the Democrats FDR (three times), Kennedy, Johnson, Humphrey, Carter, Clinton (twice), Gore, Kerry, and Obama. Concurrently, the governorship routinely changed party hands every eight years, the congressional delegation often closely divided, and the U.S. Senate seats were frequently shared, one by each party. Accustomed to close attention, Pennsylvania voters became more discriminating in recent elections as ticket splitting increased.

During the last eighty years, several Pennsylvania politicians—David Lawrence (D), John S. Fine (R), Hugh Scott (R), Tom Ridge (R), and Edward G. Rendell (D), to name a few—played prominent roles at the national nominating conventions, occasionally edging into a corner of the presidential spotlight. Governors William W. Scranton (R), Milton J. Shapp (D), and Robert Casey (D) made futile runs, but no Pennsylvanian has been a serious contender for the nomination. Moreover, Pennsylvania voters, as Madonna explains, “became largely a non-factor in the presidential nomination process” because of the late date (April) set for presidential primary elections (114). Only in the 1984 (Walter Mondale, Gary Hart, Jesse Jackson) and 2008 (Barack Obama, Hillary Clinton) primary campaigns did Pennsylvania’s Democratic voters have any substantial say in the selection of their party’s nominees.

Pivotal Pennsylvania is a valuable reference work, a useful resource for college courses on Pennsylvania history, and an essential companion for students of recent political history.

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