

PUBLIX SUPER MARKETS INC  
 Form 4  
 September 01, 2006

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
 Washington, D.C. 20549**

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**IRBY MARK R**

2. Issuer Name and Ticker or Trading Symbol  
**PUBLIX SUPER MARKETS INC  
 [NONE]**

5. Relationship of Reporting Person(s) to Issuer  
 (Check all applicable)

(Last) (First) (Middle)  
**P.O. BOX 407**  
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)  
**08/31/2006**

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
**Vice President**

**LAKELAND, FL 338020407**

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V Amount (A) or (D) Price			
Common Stock	08/25/2006	08/25/2006	G	V 1,312 A \$ 18.25	9,312 <sup>(1)</sup>	I	By Custodian For Children
Common Stock	08/31/2006	08/31/2006	S	4,175 D \$ 18.25	5,137 <sup>(1)</sup>	I	By Custodian For Children
Common Stock	08/25/2006	08/25/2006	G	V 1,312 D \$ 18.25	1,663 <sup>(1)</sup>	I	By Spouse
	08/31/2006	08/31/2006	S	624 D	1,039 <sup>(1)</sup>	I	By Spouse

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Common Stock	\$			
	18.25			
Common Stock		12,715 <sup>(1)</sup>	D	
Common Stock		1,141.7565 <sup>(2)</sup>	I	By 401(k)
Common Stock		88,155.1925 <sup>(2)</sup>	I	By ESOP
Common Stock		1,960 <sup>(1)</sup>	I	By spouse as Custodian For Children

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Owned Following Transaction (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
IRBY MARK R P.O. BOX 407 LAKELAND, FL 338020407			Vice President	

## Signatures

By: Monica Allman (POA  
on file)

09/01/2006

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) The number of shares reported as beneficially owned has been adjusted for the 5-for-1 split of Publix Super Markets, Inc. common stock effective July 1, 2006.
- (2) The number of shares reported as beneficially owned is the plan balance as of 12/31/2004 and has been adjusted for the 5-for-1 split of Publix Super Markets, Inc. common stock effective July 1, 2006.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.