FORM 4	1
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UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

N	OMB APPROVAL								
	OMB	323	5						
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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 Resp	onses)												
1. Name and Addre Jones William L	2. Issuer M Symbol Pacific Et				ading	Í	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) X Director 10% Owner						
(Last) 5711 N. WEST	3. Date of H (Month/Da 07/09/200	y/Year)	rans	action			Officer (give title Other (specify below)						
FRESNO, CA 9		4. If Amene Filed(Month		ate C	Driginal		A	6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person					
(City)	(State) (Zij	p)	Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned										
1.Title of Security (Instr. 3)	str. 3) Date Executi (Month/Day/Year) any)	(Instr. 3,	4 an (A) or	ed of (D) d 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	Direct (D)	7. Nature of Indirect Beneficial Ownership (Instr. 4)		
Common Stock	07/09/2007			Code S	V	Amount 41,504 (<u>1)</u>	~ /	Price \$15	1,369,696	D			
Common Stock	07/09/2007			S		19 <u>(1)</u>	D	\$ 15.0099	1,369,677	D			
Common Stock	07/09/2007			S		2,094 (<u>1)</u>	D	\$ 15.01	1,367,583	D			
Common Stock	07/09/2007			S		753 <mark>(1)</mark>	D	\$ 15.02	1,366,830	D			
Common Stock	07/09/2007			S		1,630 (<u>1)</u>	D	\$ 15.03	1,365,200	D			
Common Stock	07/09/2007			S		400 <u>(1)</u>	D	\$ 15.05	1,364,800	D			
Common Stock	07/09/2007			S		2,700 (1)	D	\$ 15.06	1,362,100	D			
Common Stock	07/09/2007			S		100 <u>(1)</u>	D	\$ 15.07	1,362,000	D			
Common Stock	07/09/2007			S		800 <u>(1)</u>	D	\$ 15.08	1,361,200	D			

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

Persons who respond to the collection of SEC 1474 information contained in this form are not (9-02) required to respond unless the form displays a currently valid OMB control number.

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned

	(e.g., puts, calls, warrants, options, convertible securities)														
1. Title of	2.	3. Transaction	3A. Deemed	4.		5.		6. Date Exer	rcisable	7. Tit	tle and	8. Price of	9. Number of	10.	11. Nature
Derivative	Conversion	Date	Execution Date, if	Transact	ion	Num	ber	and Expirati	on Date	Amo	unt of	Derivative	Derivative	Ownership	of Indirect
Security	or Exercise	(Month/Day/Year)	any	Code		of		(Month/Day	/Year)	Unde	erlying	Security	Securities	Form of	Beneficial
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8))	Deriv	· · · · · · · · · · · · · · · · · · ·		Secu	rities	(Instr. 5)	Beneficially	Derivative	Ownership	
	Derivative					Secu	rities			(Inst	r. 3 and		Owned	Security:	(Instr. 4)
	Security					Acqu	ired			4)			Following	Direct (D)	
						(A) o	r						Reported	or Indirect	
						Dispo	osed						Transaction(s)	(I)	
						of (D)						(Instr. 4)	(Instr. 4)	
						(Instr	. 3,								
						4, and	15)								
											Amount				
								Data	E		or				
								Date	Expiration Date	Title	Number				
								Exercisable	Date		of				
				Code	V	(A)	(D)				Shares				

Reporting Owners

Demonting Owner Name (Address	Relationships								
Reporting Owner Name / Address	Director	10% Owner	Officer	Other					
Jones William L									
5711 N. WEST AVENUE	Х								
FRESNO, CA 93711									

Signatures

/s/ William L. Jones	07/09/2007
*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 sale transactions covered by this Form 4 were made pursuant to a Rule 10b5-1 sales plan dated May 16, 2007.

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.