FORM 4

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

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

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OMB APPROVAL

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 Respo 1. Name and Addres Jones William L	2. Issuer Na Symbol Pacific Eth				ding	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)					
5711 N. WEST A	e)	3. Date of Ea (Month/Day/ 08/03/2006	rliest Tra Year)								
FRESNO,, CA 93		4. If Amenda Filed(Month/E		te O	riginal		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-De	riva	tive Secu	rities	Acqui	red, Disposed of, or I	Beneficially (Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	Exect any	Deemed ation Date, if th/Day/Year)	Code		Acquired Disposed	Securities equired (A) or sposed of (D) sstr. 3, 4 and 5)		5. Amount of Securities Beneficially Owned Following Reported Transaction(s)	` /	7. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	v	Amount	or	Price	(Instr. 3 and 4)	(I) (Instr. 4)	, ,
Common Stock	08/03/2006			S		200	D	\$ 18.75	2,094,800	D	
Common Stock	08/03/2006			S		400	D	\$ 18.76	2,094,400	D	
Common Stock	08/03/2006			S		2,524	D	\$ 18.77	2,091,876	D	
Common Stock	08/03/2006			S		900	D	\$ 18.78	2,090,976	D	
Common Stock	08/03/2006			S		436	D	\$ 18.79	2,090,540	D	
Common Stock	08/03/2006			S		877	D	\$ 18.8	2,089,663	D	
Common Stock	08/03/2006			S		2,813	D	\$ 18.81	2,086,850	D	
Common Stock	08/03/2006			S		500	D	\$ 18.83	2,086,350	D	
Common Stock	08/03/2006			S		1,250	D	\$ 18.85	2,085,100	D	
Common Stock	08/03/2006			S		132	D	\$ 18.92	2,084,968	D	
Common Stock	08/03/2006			S		200	D	\$ 18.93	2,084,768	D	
Common Stock	08/03/2006			S		400	D	\$ 18.94	2,084,368	D	
Common Stock	08/03/2006			S		600	D	\$ 18.95	2,083,768	D	
Common Stock	08/03/2006			S		1,396	D	\$ 18.96	2,082,372	D	
Common Stock	08/03/2006			S		702	D	\$ 18.98	2,081,670	D	
Common Stock	08/03/2006			S		102	D	\$ 18.99	2,081,568	D	
Common Stock	08/03/2006			S		5,180	D	\$ 19	2,076,388	D	
Common Stock	08/03/2006			S		80	D	\$ 19.01	2,076,308	D	
Common Stock	08/03/2006			S		720	D	\$ 19.02	2,075,588	D	
Common Stock	08/03/2006			S		500	D	\$ 19.04	2,075,088	D	

Common Stock	08/03/2006	S	4,800	D	\$ 19.05	2,070,288	D	
Common Stock	08/03/2006	S	1,555	D	\$ 19.06	2,068,733	D	
Common Stock	08/03/2006	S	1,400	D	\$ 19.07	2,067,333	D	
Common Stock	08/03/2006	S	3,200	D	\$ 19.08	2,064,133	D	
Common Stock	08/03/2006	S	100	D	\$ 19.09	2,064,033	D	
Common Stock	08/03/2006	S	1,300	D	\$ 19.1	2,062,733	D	
Common Stock	08/03/2006	S	1,500	D	\$ 19.11	2,061,233	D	
Common Stock	08/03/2006	S	3,700	D	\$ 19.12	2,057,533	D	
Common Stock	08/03/2006	S	1,200	D	\$ 19.13	2,056,333	D	

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

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

Security (Instr. 3)	Conversion	Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	Code	of De Sec Ac (A Dis of (In	erivative curities equired) or sposed (D) estr. 3,	and Expirati (Month/Day	d Expiration Date And Un Sec		Amount of Underlying Securities (Instr. 3 and		Securities Beneficially Owned Following Reported Transaction(s)	Ownership Form of Derivative Security: Direct (D) or Indirect	Beneficial
					4,	and 5)		<u> </u>						
				Code V	/ (A	(D)	Exercisable	Expiration Date	Title	Amount or Number of Shares				

Reporting Owners

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

Signatures

/s/ William L. Jones	08/03/2006
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).

Remarks

This is Part 1 of 2. There are more than 30 transactions to report.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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