FORM 4 Check this box if no

longer subject to

Section 16. Form 4 or

Form 5 obligations

may continue. See

Instruction 1(b).

Common Stock

Common Stock

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10/05/2006

10/05/2006

10/05/2006

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

OMB APPROVAL
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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(b) of the Investment Company Act of 1940

(Drint on Tune Roses		Sectio	n 30(h) of t	he Inve	stm	ent Com	pany	Act of	f 1940			
(Print or Type Responses) 1. Name and Address of Reporting Person * 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	3. Date of Ea (Month/Day/ 10/04/2006	(Year)	ınsac	ction			X_ Director 10% Owner Officer (give title Other (specify below)					
FRESNO,, CA 93	4. If Amenda Filed(Month/E		te Oı	riginal		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) (Zip)		Table I -	Non-De	riva	tive Secu	rities	Acqui	red, Disposed of, or I			
(Instr. 3) Date (Month/Day/Year) ar		Exect any	Deemed ation Date, if th/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		D)	5. Amount of Securities Beneficially Owned Following Reported		Beneficial Ownership	
				Code	v	Amount	(A) or (D)	Price	Transaction(s) (Instr. 3 and 4)	or Indirect (I) (Instr. 4)	(Instr. 4)	
Common Stock	10/04/2006			A		31,200	A	\$0	1,886,200	D		
Common Stock	10/05/2006			S		2,500	D	\$ 13.27	1,883,700	D		
Common Stock	10/05/2006			S		1,400	D	\$ 13.29	1,882,300	D		
Common Stock	10/05/2006			S		1,483	D	\$ 13.31	1,880,817	D		
Common Stock	10/05/2006			S		900	D	\$ 13.32	1,879,917	D		
Common Stock	10/05/2006			S		200	D	\$ 13.33	1,879,717	D		
Common Stock	10/05/2006			S		3,700	D	\$ 13.34	1,876,017	D		
Common Stock	10/05/2006			S		1,200	D	\$ 13.35	1,874,817	D		
Common Stock	10/05/2006			S		4,346	D	\$ 13.36	1,870,471	D		
Common Stock	10/05/2006			S		200	D	13.37	1,870,271	D		
Common Stock	10/05/2006			S		2,312	D	\$ 13.38	1,867,959	D		
Common Stock	10/05/2006			S		3,619	D	\$ 13.39	1,864,340	D		
Common Stock	10/05/2006			S		600	D	\$ 13.4	1,863,740	D		
Common Stock	10/05/2006			S		600	D	\$ 13.41	1,863,140	D		
Common Stock	10/05/2006			S		4,445	D	\$ 13.44	1,858,695	D		
Common Stock	10/05/2006			S		14,057	D	\$ 13.45	1,844,638	D		
Common Stock	10/05/2006			S		1,695	D	\$ 13.46	1,842,943	D		

S

S

S

2,995

1,568

1,332

D

D

D

13.47

13.48

1,839,948

1,838,380

1,837,048

D

D

D

Common Stock	10/05/2006	S	4,100	D	\$ 13.5	1,832,948	D	
Common Stock	10/05/2006	S	1,596	D	\$ 13.51	1,831,352	D	
Common Stock	10/05/2006	S	152	D	\$ 13.52	1,831,200	D	
Common Stock	10/05/2006	S	1,600	D	\$ 13.53	1,829,600	D	
Common Stock	10/05/2006	S	400	D	\$ 13.56	1,829,200	D	
Common Stock	10/05/2006	S	1,700	D	\$ 13.6	1,827,500	D	
Common Stock	10/05/2006	S	700	D	\$ 13.66	1,826,800	D	
Common Stock	10/05/2006	S	300	D	\$ 13.67	1,826,500	D	
Common Stock	10/05/2006	S	300	D	\$ 13.71	1,826,200	D	

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

Persons who respond to the collection of information contained in this form are not 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)

Security (Instr. 3)	Conversion	Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	Code	of Dei		6. Date Exer and Expirati (Month/Day	ion Date //Year)	Amo Unde Secu	unt of erlying	Derivative Security (Instr. 5)	Securities Beneficially	Ownership Form of Derivative	11. Nature of Indirect Beneficial Ownership (Instr. 4)
	Security				(A) Dis of (posed			4)			Reported Transaction(s)	Direct (D) or Indirect (I) (Instr. 4)	
				Code V	(A) (D)	Exercisable	Expiration Date	Title	Amount or Number of Shares				

Reporting Owners

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

Signatures

/s/ William L. Jones	10/05/2006
**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).

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.