



San Francisco's oldest furniture store is featuring some modernistic furniture with the name "Pacifica."

Jewelers have a line of jewelry. "Pacifica." The Pacifica Foundation operates a string of non-profit radio stations, including KPFA.

I'm sure I have overlooked many other uses of the name which graces our community.

JULIAN COHEN suggested that name, back in the yeasty days of the mid-50s when the north Coastsides came together to form one community.

Looking back it might be argued that we had no business incorporating.

Realistically, though, it would have been impractical not to do so. Can you imagine how much (or rather how little) satisfaction Linda Mar would be getting out of San Bruno City Hall, Sharp Park from South San Francisco, and Pacific Manor from Daly City?

BUT THE NAME...oh, yes. The name. It was perfect. A city on the Pacific ocean, dedicated to peace. A city facing westward to the Pacific basin. A city whose written history began with the Spanish, continued under a number of Mexican flags, and at last came under the stars and stripes.

The name has a Spanish flavor. It rolls off of the tongue.

Because the theme of the 1939 World's Fair, the statue by Ralph Stackpole, was "Pacifica," our town had a ready-made symbol, which Ralph Barkey incorporated into the city seal. That's the design you see on city stationery. It's on our police cars. It's the symbol on our parks and playgrounds.

OUR STRING of communities, when they came together, had both a problem and an opportunity. The only thing they really had in common, besides their common need to be part of a city, and their coastal location, was Francisco Sanchez and his grant from the Mexican government called Rancho San Pedro.

~~Rancho San Pedro encompassed almost all of~~ present-day Pacifica. But to call our town San Pedro would have been in conflict with the port city in Los Angeles county. To call it Pedro Valley would have been to favor one part of the community. And to call it after Francisco Sanchez would have been looking back.

Pacifica looks forward. We can face the future as Pacifica.

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