

# The Great Tidepool

TALES OF PACIFIC GROVE, CALIFORNIA  
by local award-winning author, [Brad Herzog](#)



## WHAT'S IN A NAME?

About a decade ago, my wife and I launched a tiny publishing venture here in Pacific Grove. We decided to call it Why Not Books. The notion came from my favorite quotation about imagination, first articulated by George Bernard Shaw, then famously borrowed by Bobby Kennedy: "You see things; and you say 'Why?' But I dream things that never were; and I say 'Why not?'" So that's how we chose the name.

But I wonder: What about other unusual names of businesses in Pacific Grove? Where did they come from? So I decided to investigate. After all, why not?

Some establishments explain the name on their website. Like **Passionfish** restaurant: "We believe there is an art to food, and an art to life, and that behind both is passion." And **Captain + Stoker Coffee Roasters**: "The two positions on a tandem bicycle are the Captain and the Stoker... We strive to work in tandem with one another because we know it's easier if you have someone to help you along the way." **Fishwife** restaurant tells the story of Boston-born Mercy Ho'ridge, who settled in Monterey in the mid-19th century and served Boston Clam Chowder to the sailors who disembarked. They affectionately called her "The Fishwife." Now the namesake restaurant serves that same chowder.

Some business names seem obvious once you learn a bit about the proprietors. **The Yellow Mustard Seed** refers to a Bible verse in which the smallest of seeds (the mustard seed) becomes the largest of garden plants. Matthew and Alexa Sims opened their gallery in a small pace... with big dreams and a heap of faith. **Eddison & Melrose** tearoom is named after Karen Anne Murray's Jamaica-born father and mother, who raised her outside of Birmingham, England. **Black Sky Photography** is owned and operated by Paul Black... and specializes in aerial drone photos and videos. **Happy Girl Kitchen Company**? Todd and Jordan Champagne once worked on Happy Boy Farm in Watsonville. And **Vivolo's Chowder House**? Vivolo is co-owner Julie Davis's maiden name.



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The **Bide-A-Wee Inn**? “Bide a wee” is actually a Scottish phrase that means “stay a while.” **Winston’s**, PG’s newest brunch place, pays homage to the historic building in which it is housed—the former Winston Hotel. And **Tessuti Zoo**? “Tessuti” is the plural of “tessuto,” meaning “fabric” in Italian. Co-owner Emily Owens has a studio in back brimming with fabric, where she creates everything from skirts to pajamas to dolls.



Sometimes the name is simply meant to be whimsical, as in the newly reinvented **Spotted Duck** restaurant. And sometimes it’s aspirational. When Amber Russell decided to open her own real estate brokerage in PG, she wanted a creative name. Over a period of a few days, she heard four different people use the phrase “over the moon” when sharing a story about a happy feeling. That’s how she wanted her clients to feel about one of the biggest financial decisions they’d ever make. Hence, **Over the Moon Realty**.



So what’s in a name? As it turns out, it depends on the name.



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