

## LET THE CELEBRATION BEGIN!



Ellie's Very Favorite Part  
Lively conversation and laughter,  
with "MARTINI-BURGERS"  
at the Slider Bar

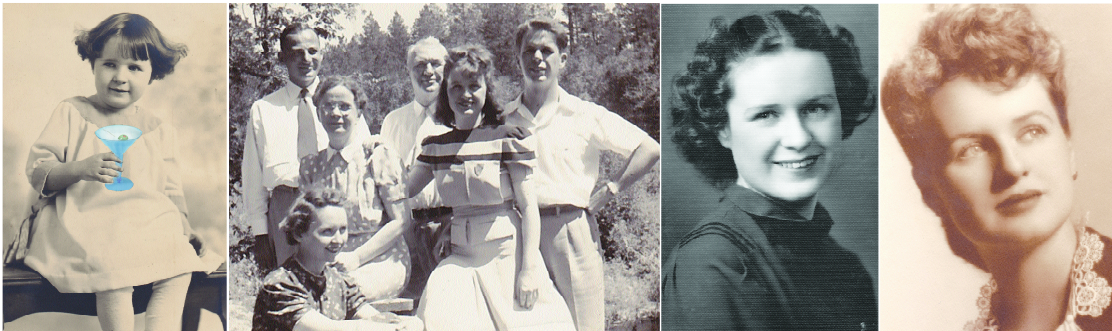
A Scrumptiously  
Charming Life:  
Ellie in Pictures

The Feature Presentation --  
Narrated by Daamen Krall

"I'm Talking Now, Hap"

Janet Brown has a few things to say

Followed by the sharing of Ellie stories ...  
(then another "MARTINI-BURGER" of course!)



## Ellie and the Origin of the "MARTINI-BURGER"

Many have asked, "So where'd Ellie's favorite term 'MARTINI-BURGER' come from?" Well folks, look no further because we have the story right here, or at least enough parts of it to skate by on. Soon after Ellie's family made its permanent move to charming Ventura, California, she began accepting secretarial temp work through the local "Girl Friday" office downtown. Of course, you have to grab lunch somewhere, so she quickly became familiar with most of Ventura's better noontime eateries.

Around 1965, a new place opened in the midtown part of Ventura called Cleck's Beef & Bourbon, which has to be about as "sixties" a restaurant name as you're likely to see anywhere. Their ads in the local paper to kick-start the business began touting an exciting new "MARTINI-BURGER LUNCH SPECIAL," naturally consisting of those two tasty items priced for something like \$2.99. This wasn't a bad deal at all except if you had to drive afterward as most did, but hey, these were the 1960s, right, so who cared about that "teensy" detail? News of this exciting lunchtime offer spread through the business community, and of course Ellie was one of Cleck's eager new customers succumbing to this yummy little midday ploy, the "MARTINI-BURGER."

But more than the lunch itself, Ellie immediately came to adore the very name of it. Conjuring up an image at once slightly glamorous and just a tad naughty, this term wasn't only about enjoying richly delicious food with an elegant, ice-cold cocktail. It more importantly suggested an air of carefree festivity – and all that captured in a very simple, catchy two-word phrase. Instantly Ellie embraced this new favorite name to describe any kind of social lunch, whether dining in or out, and it eventually achieved lasting permanence, never to be replaced.

Cleck's itself, sadly, wasn't lucky enough to enjoy quite such longevity, although it had a fair run. The initial popularity of its staunchly old-school décor and menu lasted about a decade, then it became passé and faded slowly toward a quiet demise sometime during the 1980's. Yet as we all well know, the lore of the "MARTINI-BURGER" lived on far past that era in Ellie's wondrous and always colorful vocabulary.

So there's the story, but enough of this chat-chat – it's time to head over to the Slider Bar for a delicious "MARTINI-BURGER" right now!



xoxox - peg