

We
WISH YOU
A
MERRY
CHRISTMAS
AND A
HAPPY
NEW YEAR

INDEX

Cover Story_____60	Energy_____19	Nation_____8
Color_____61	Law_____74	People_____46
	Letters_____6	Press_____68
Behavior_____60	Medicine_____48	Religion_____55
Books_____79	Milestones_____75	Television_____73
Cinema_____69	Modern Living_____84	Sport_____56
Economy	Music_____83	Theater_____57
& Business_____76		World_____28

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THE RONRICO GIFT-WRAPPING GUIDE

How to go from Inept to Ept in a matter of minutes. And enjoy yourself along the way.

'Tis the Night before C-Day. You picked up that 3-foot ceramic elephant your wife lusts after just as the store closed. Ditto, junior's Giant Dirt Mover. And your daughter's new life-size Dolly Dimple Doll.

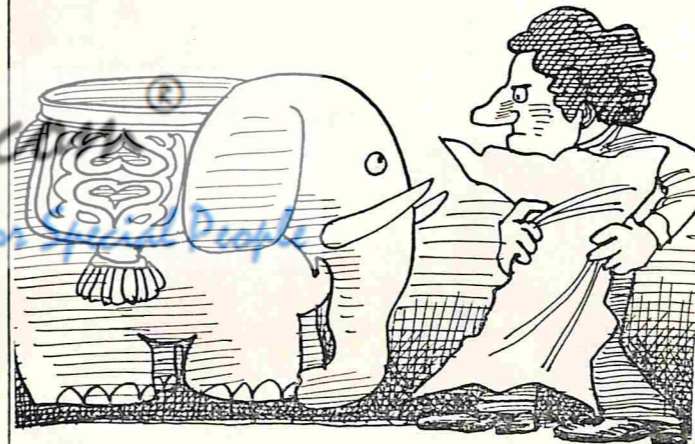
So now you're squashed in the furnace room at 10 P.M. with your lumpy treasures and nothing to put them in.

A 75' roll of sticky tape (solid, bright colors preferred).

A ball of thick, colored yarn (all you can steal from your wife's knitting bag).

Box of colored felt-tip markers (from kids' toy chest. It's O.K. now, they're asleep.).

Open up bags by cutting along seams and remove bottoms. Tape flattened bags to-



Your 11th Hour Necessity List.

- Grocery Bags.
- Foreign Newspapers (Oriental ones make the most festive wrap).
- Those old striped neckties that are too skinny now. For bows.
- Your wife's hair rollers (the old set—the mauve ones) to build the bows around.
- Plastic Flowers.
- Those psychedelic posters you gave your son and have been trying to get rid of ever since.

The Grocery Bag Gambit.

Let tomorrow's garbage fend for itself. Now's when you need them.

Elephant-wrapping made easy: Grocery bags (the big ones—all you can dig up).

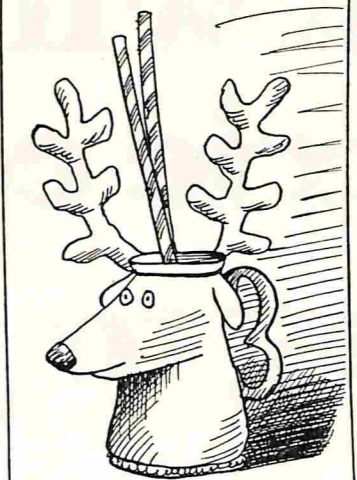
gether (until elephant-sized). Fold around elephant and secure with small pieces of transparent tape. Tie with yarn and decorate with your-own-version of stars, yule trees or angels (the more primitive the better). See example.

Now call your wife down —you need a friendly finger to help with the other knotty problems. And you both could use a little warm holiday cheer for the oversized evening ahead in that unheated basement.

What to drink while wrapping.

Something warm and human and easy to keep you company wherever you're hiding out.

Hot Buttered Rum
Dissolve 1 tsp. sugar with hot water in mug
Add 1½ oz. Ronrico White or Gold Rum
A pinch of nutmeg
Fill mug with boiling water
Top with a pat of butter
Add cinnamon stick



Or, for early dawn, when you're spreading your goodies under the tree...

The Ronrico Reindeer

1½ oz. Ronrico White or Gold 2 drops vanilla
A pinch of nutmeg
A dash of Angostura
1 cup milk
2 tsp. sugar
Shake well with ice, pour into tall glass and drink a toast to wrapping things up. Here's a little goody for instance: "Salud, dinero y amor!"—roughly translated, "Here's mud in your eye". Which considering the condition of the basement probably makes a lot of sense.

What to rap about while wrapping.

- Start with gratitude.
1. You managed to miss "The Little Drummer Boy" for the fifth time in 5 years.
 2. The Skurniks didn't send you that terrible ten-pound fruit cake for a change.
 3. And it hasn't snowed, it hasn't snowed.

What not to rap about.

1. In-laws, of course.
2. The fact the turkey's still half-frozen.
3. The fact you forgot the eggs for the egg nog.
4. You even forgot the cartons of ready-made egg nog mix.



Eggless Egg Nog
1 large package vanilla in mug
2 quarts milk
1 Fifth Ronrico White or Gold Rum
1 tsp. grated nutmeg
Prepare pudding as directed but instead of letting it set continue cooking as you slowly add extra milk. Stir in nutmeg mixture is still over fire. Allow to cool. Stir in Ronrico and refrigerate for an hour or until ready to serve. Garnish with pinch of nutmeg. Makes around 20 cups of rich, thoroughly authentic and undetectably easy nog.

One gift you don't have to wrap.

Unless the spirit moves you to add a bow. Here it is. The only rum that dressed for the Season. That's right, the only. But we have our reason—a beautiful solution to that last-minute Top Priority Gift List of yours:

- The 90-year-old rich uncle.
- Your tax man.
- The Boss.
- The Building Inspector.
- The Little League umpire.
- Your TV repair man.
- Your wife's shrink.

What, we should have mentioned our lovely Wrap-Up a little earlier?

Rejoice, it's all behind you —under the tree. Now you can be All Thumbs for another whole year.



Ronrico.
The bright taste in rum.
General Wine & Spirits Co., NYC, 80 proof

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