

# The Roanoke Times

December 18, 2006

## Holiday prices

44: Percentage increase in the price of a pear tree between 2006 and 2007, according to a study conducted by PNC Wealth Management.

3.1: Percentage increase in the price of buying all the items listed in the popular holiday jingle "The Twelve Days of Christmas" between 2005 and 2006.

\$4,759: Estimated price of the most expensive item on that list in 2006 ("Nine ladies dancing").

Source: PNC Wealth Management

Immoral idleness

1647: Year in which the Puritan-controlled Parliament of England abolished Christmas Day, claiming it was immoral to be idle for a day.

Source: Encyclopedia of Christmas

Jet set

25: Percentage of the "super rich" (those whose household net worth tops \$10 million) who will travel by private jet to shop for holiday gifts, according to the Elite Traveler Magazine/Prince & Associates "2006 Holiday Spending Survey."

\$91,000: Estimated amount they will spend on fine jewelry.

\$34,600: Estimated amount they will spend on holiday entertaining.

\$22,300: On spirits.

\$42,800: On events at hotels.

Source: Elite Traveler

On Dasher!

2,000 to 3,000: Estimated number of years that reindeer have been used domestically in Eurasia.

12 to 15 years: Average life span of a female reindeer.

5 to 6 years: Average life span of a male reindeer.

Source: Reindeer Research Program, University of Alaska Fairbanks

Rudolph's roots

1939: Year in which Robert L. May created the character Rudolph the Red-Nosed Reindeer, at the request of his employer, Montgomery Ward, to be used in a store promotion.

Source: Montgomery Ward