



Father's Day GUIDE

Celebrating Dad

While everyone frets about getting Dad the perfect gift to show how much they care, never forget the best gift of all — quality time with you.

Some of the greatest places to hang with dad are in the fresh air. Consider getting outdoors with the old man this Father's Day in one of the following ways.

WATCH A SPORTING EVENT

Tickets to a sporting event are pretty much always a winner. Baseball is in season. Why not treat dad to all-inclusive tickets that include all-you-can-eat (and drink) privileges? You also can plan on getting to the park early for batting practice — a special treat for baseball fans of all ages.

CAMP OUT

Camping is bonding at its best. Head into the woods or pitch a tent in your backyard. Either way, you will be swapping stories about growing up in no time. If there are grandchildren, be sure to include them for a generational gift dad is unlikely to forget anytime soon.

PLAY A ROUND

Golf is definitely not “a good walk spoiled.” At least, this could be true for your dad. It is especially true if you think of it as 18 holes of quality time. Hit the course alone or consider hiring an instructor for an hour to give you both a few tips and tricks to up your game.

GO FISHING

Fishing is among the quietest sports,



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making it a great way to catch up with dad doing something he loves. Visit his favorite fishing spot or check out a new location while making a weekend out of it. Consider booking a tour with a guide in your neck of the woods.

VISIT A CAR SHOW

With so many available options for

car shows in the summer, you are bound to find an event near your. Shows can range from vintage prestige cars and hot rods to the most sophisticated, newest vehicles on the road. Use the event to talk about when he learned to drive, when he taught you or what you hope to drive when he does teach you!

GET YOUR BREW ON

Are you at least 21? Take Dad to a local brewery and treat him to a flight of beer.

This is the time of year when brew-fests and tasting events abound, so look for an event in your community. You can even bring home a few bottles of the beers you both liked.

Gift Guide for Dads

This Father's Day, exercise your creative side and go homemade with a thoughtful gift for Dad. You might be surprised by his emotional connection to something hand-crafted, so be sure to think outside the box on this special holiday.

OLD-FASHIONED LABELS

Try your hand at fashioning some unique labels for your dad's favorite snacks. Think maple syrup with "Sweet on You" stuck on front in a modern or wacky font. Get the kids involved for some fun and creative ideas.

FATHER'S DAY COUPONS

The ever-popular coupon book never goes out of style. Fill it with things Dad loves — like one free day of golf and free one-night pass for remote control privileges. Make coupons for chores Dad would prefer not to do that you could do for him. This could include one week of taking out the trash or one free car wash.

PHOTO COLLAGE

Creating a collage of photos is a gift guaranteed to make Dad happy he's a dad. Don't over-think it; a framed photo of you and your dad when you



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were younger for his desk is simple and thoughtful. Dad doesn't have a desk job? Put a copy of his favorite photo of the two of you in his wallet so

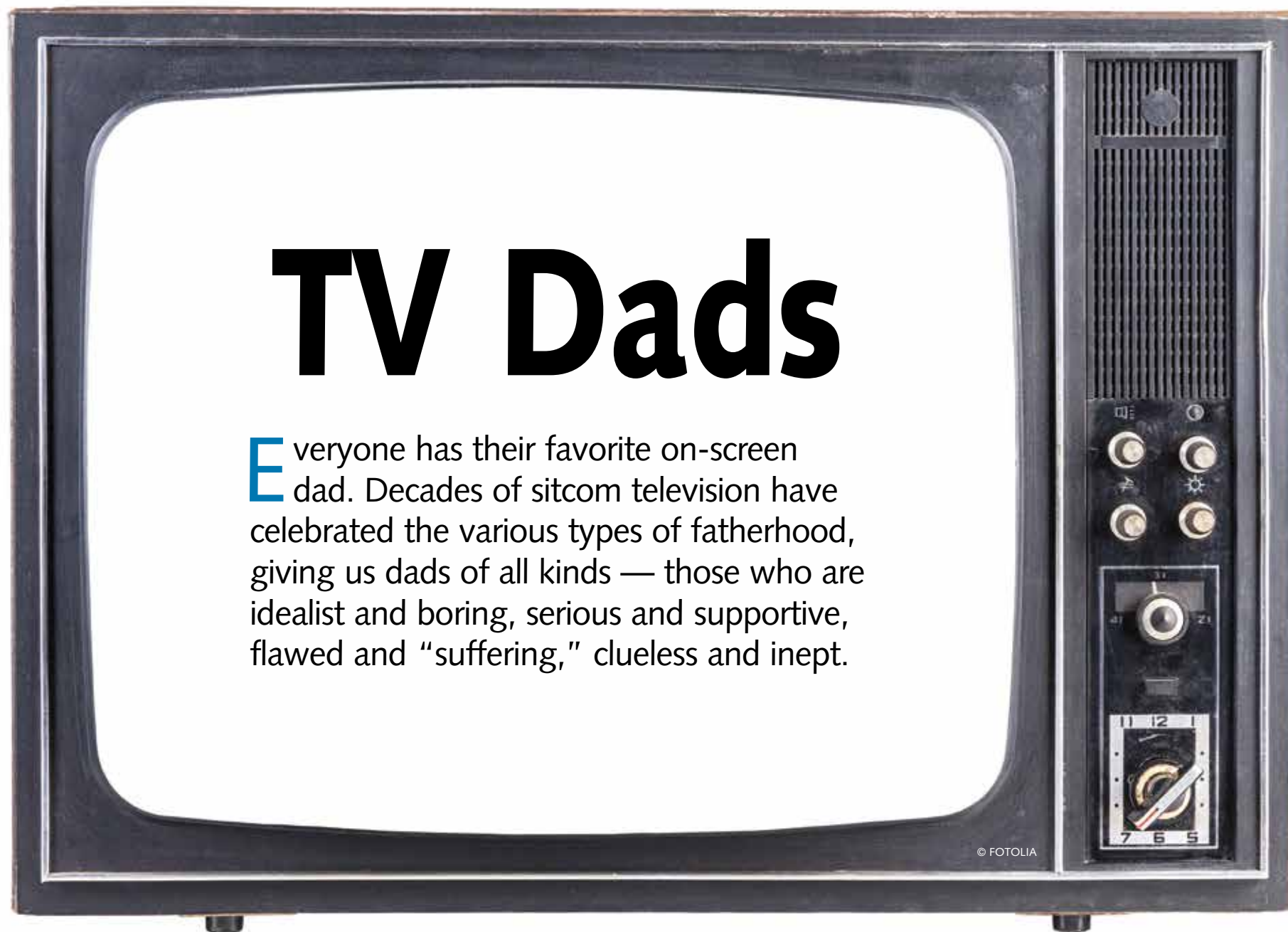
he can see it every day.

MOVIE BASKET

Sometimes the best gift is quality time. Put together a

basket full of movie-night essentials and set aside an evening to spend with your dad. Pick one his favorite movies (maybe one he wants to watch

but continually gets vetoed by the rest of the family), and raid your kitchen cupboards for the rest: Popcorn, candy, soda — the works.



TV Dads

Everyone has their favorite on-screen dad. Decades of sitcom television have celebrated the various types of fatherhood, giving us dads of all kinds — those who are idealist and boring, serious and supportive, flawed and “suffering,” clueless and inept.

But all of these dads had one thing in common: They loved their children.

JIM ANDERSON

Father Knows Best (1954 TV series), played by Robert Young

The thoughtful father, he comes home from work every day to put out fires created by his two children — ranging from homework to prom dates. He is known for his sage advice and even temper.

SHERIFF ANDY TAYLOR

The Andy Griffith Show (1960 TV series), played by Andy Griffith

The widower father. Losing his wife

when his son was “the least little speck of a baby,” Sheriff Taylor learned to be both parents to Opie. His parenting style is caring but laid back, and he tries to be a model citizen for his son, often active in the community. He even serves on the town council and various other volunteer positions within the sleepy town.

ARCHIE BUNKER

All in the Family (1971 TV series), played by Carroll O'Connor

The gruff father. Archie is known for his overbearing demeanor and is not afraid to voice his often-bigoted opinions. This conservative, ill-tempered, blue-collar dad fathers with love,

though it can be hard to see at times.

DR. HEATHCLIFF “CLIFF” HUXTABLE

The Cosby Show (1984 TV series), played by Bill Cosby

The comedic father. Well-respected in the community, Cliff finds it more difficult to corral his five children. The kids have been brought up to be driven, thoughtful citizens but often find their passions at odds with their parents.

HOMER SIMPSON

The Simpsons (1989 TV series), played by Dan Castellaneta

The incompetent father. Homer is known for being clumsy, rude,

self-centered and ignorant. Despite these faults, Simpson is incredibly loyal and fiercely devoted to his family. He might not be the best father, but he never stops trying.

RAY BARONE

Everybody Loves Raymond (1996 TV series), played by Ray Romano

The indulgent father. Ray works hard as the family’s sole provider and loves his family, though he finds them annoying quite a bit of the time. Ray has a hard time disciplining his three children and finds every excuse to avoid any sort of housework. He is still spoiled by his own mother, which keeps him in “child father” status.

Origins and Controversy

While the first official institution of a "Father's Day" was made by Washington state in 1910, it was not until 1972, 58 years after President Wilson announced Mother's Day, that President Nixon made Father's Day a nationwide holiday.

MOTHER'S DAY AS INSPIRATION

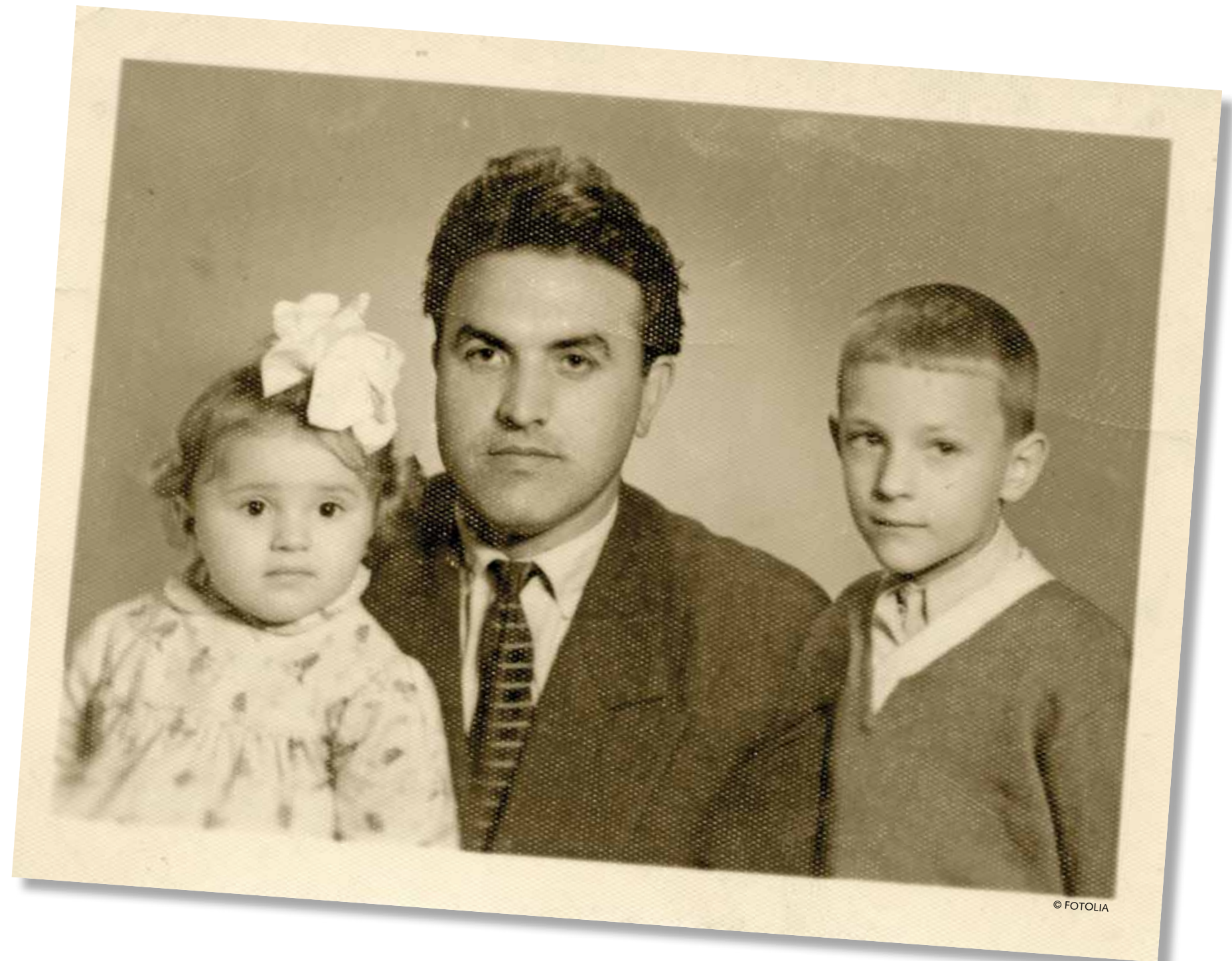
Mother's Day began as an anti-war effort. In the United States, many women organized Mother's Friendship Day picnics and other events, according to National Geographic, in order to unite former enemies post-civil war, although Anna Jarvis stakes a claim to the idea for the holiday.

In 1870, Julia Ward Howe penned "Mother's Day Proclamation," that further called women to promote peace post-war. Howe called for women to gather together, in churches and social halls to pray for and promote peace.

In 1909, Sonora Smart Dodd, who was one of six children raised by a widower, began rallying for an equivalent holiday to celebrate fathers, and one year later, the State of Washington recognized the nation's first Father's Day. Fifteen years later, President Coolidge urged all state governors to recognize Father's Day.

A CONTROVERSIAL PATH

In the 1920s there was a movement to combine the holidays into one: Parent's Day. Interestingly, the Depression thwarted efforts by struggling retailers to sell more wares for men.



This is where popular gifts such as ties, shaving kits, golf clubs, socks and hats got their start. But the spirit of the holi-

day was arguably cemented by World War II, when Father's Day became a way to honor soldiers and the war effort.

The Father Factor

Father's Day is a day to celebrate dads and thank them for all the things they do for us — big and small. Here are a few facts about dads in America and how we celebrate them.

FATHERS BY THE NUMBERS

- There were more than 70.1 million fathers in the United States in 2008, according to census data.

- According to the Pew Research Center, fathers are more involved at home than they were even 50 years ago. Children spent approximately seven hours of quality time per week with dad in 2011 compared to 2.5 hours in 1965.

- Fathers' time spent performing housework also has more than doubled in this same period — from an average of four hours per week to 10 hours per week.

- Single fathers are an all-too-often marginalized group. According to the United States Census Bureau, there were 1.96 million single fathers as of 2012. This makes up for 16 percent of single parents.

- Additionally, more than 189,000 men are stay-at-home dads.



CELEBRATING DAD

- Planning a barbecue is one of the most popular Father's Day events, with more than 79 million Americans participating in one for the holiday in 2010, according to

the U.S. Census Bureau.

- There are 7,368 men's clothing stores, 15,542 hardware stores and 21,418 sporting goods stores across the United States as of 2010, according to U.S. Census

Bureau County Business Patterns reports. These retail outlets comprise the three most popular for shopping for Dad.

- According to Hallmark, Father's Day is the fourth-larg-

est occasion for sending cards — with more than 74 million cards purchased and given every year.

- Americans spend half as much on Dad as than they do celebrating Mom.

What Dad Taught Me

Fathers pass on valuable lessons to their kids, but you never know which words will stick with you and guide you through life. Here are a few lessons famous people have learned from their dads. Some have learned through words, others through actions, but they all hold a special place in their hearts for dear old Dad. What valuable lessons have you learned from your father?

"My father said there were two kinds of people in the world: givers and takers. The takers may eat better but the givers sleep better." — Marlo Thomas

"My father used to say that it's never too late to do anything you wanted to do. And he said, 'You never know what you can accomplish until you try.'"
— Michael Jordan

"My dad was my best friend and greatest role model. He was an amazing dad, coach, mentor, soldier, husband and friend." — Tiger Woods

"I've said it before, but it's absolutely true: My mother gave me my drive, but my father gave me my dreams. Thanks to him, I could see a future." — Liza Minnelli

"My mother is an incredibly beautiful woman who has laughed at every single thing my father's ever said. At a young age, my brother and I understood that if you can make girls laugh, you can punch well above your weight class." — Seth Meyers

"My father is an intellectual and physical man, which is a rather unusual combination. He's great. As he brought up me and my brothers and sisters, he ingrained in us that your appearance is not your responsibility, other than that you should not be a slob."
— Christopher Reeve



What Dads Really Do

From playing superhero to handling the family's accounting, it's hard to put dad's actual home duties into a box. But every year, Insure.com takes a stab at defining dad's roles in today's changing world.

The index calculates Dad's worth based on Bureau of Labor Statistics wages for household tasks commonly performed by fathers.

Last year, dad would have earned a salary of \$24,738 for his household duties, which is a 3.8 percent decrease compared to the previous year. Dad's salary has grown every year of the survey until this year.

According to the survey, five out of dad's 13 typical jobs increased in value while eight of his roles suffered decreases in value — the biggest hit coming from his role as the family plumber, which lost nearly 30 percent.

DAD VS. MOM: WHAT GIVES?

This year's Mother's Day index found Mom's annual salary to be \$65,523 — 165 percent more than Dad. The discrepancy is due to Dad spending an average of 51.5 hours a week on these tasks while mom racks up 148.

In Insure.com's survey, 31.4 percent of respondents said their house follows "traditional" gender-based household tasks, so these projected income figures may not be telling of your particular

home. Here is the breakdown:

- 31.4 percent of households follow traditional gender-based tasks.
- 27.4 percent of households do not follow traditional gender-based tasks.
- 41.2 percent of households share tasks equally.

BEST GIFT OPTIONS

Insure.com also unveiled what Dad really wants for Father's Day — straight from the sources' mouth. Of 500 fathers surveyed, these were the most requested gifts:

- 29.6 percent:** barbecue grill
- 25.6 percent:** electronics/gadgets
- 23 percent:** weekend getaway
- 20.4 percent:** tools
- 1.4 percent:** other

The same dads identified these as the gifts they don't want:

- 47 percent:** tie
- 17 percent:** homemade gift
- 13.8 percent:** watch
- 11.4 percent:** barbecue grill
- 9.6 percent:** tools
- 1.2 percent:** other

