

Father's Day



History of Father's Day

It took almost six decades, but Father's Day officially joined Mother's Day as a national holiday in 1972.



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A bill seeking to garner national recognition of the holiday was actually introduced in Congress in 1913 but didn't pass. In 1924, President Calvin Coolidge recommended that the day be observed nationally, but again the proclamation fell short of an official holiday designation.

Finally, piggybacking off of President Lyndon B. Johnson's issuance of the first presidential proclamation honoring U.S. fathers in 1966,

President Richard Nixon signed Father's Day into law in 1972.

FATHER' DAY TODAY

Father's Day has gradually become one of the nation's most popular holidays, and one that retailers look forward to every year. The National Retail Federation estimated that

American consumers spent more than \$13.3 billion on Father's Day in 2013.

Here's how that massive number breaks down, according to the NRF:

Father's Day spending was up, but still lower than what was doled out on the Christmas holidays (\$580 billion), Valentine's Day (\$18 billion), and Mother's Day (\$20.7 billion).

Each consumer shelled out an average of \$119 on dad's gifts last year.

Here's how that money breaks down per NRF numbers:

- \$2.5 billion on a special outing.
- \$1.8 billion on clothing.
- \$1.7 billion on a new electronic gadget.
- \$755 million on home improvement and gardening tools.
- \$710 million on sporting goods.
- \$707 million on personal care items.
- \$592 million on automotive accessories.

Gifts for the Dad-to-Be

He tries to act calm but you can tell he's nervous when you bring up the subject. "It will be a breeze." "I'm not intimidated." "How hard can it be?"

Ah yes, the first-time dad-to-be. Confident, well-rested and ready to take on the challenge. And while you can't give him a true hands-on experience before his little bundle of joy arrives, there are some gifts that may actually be of some use when he's beat down, exhausted and ready for a break.

ADVICE

One of the greatest gifts a new dad can receive is solid advice. He's sure to hear the standard "get your sleep while you can" or "say goodbye to free time" from his other fatherly advisers. But dig down into your deep bag of dad knowledge to give him tips and tricks that may work in challenging situations.

Think of the hardest or happiest times you have experienced in fatherhood and put them into words. How did you overcome the challenges of raising young children? What are some of the strategies you used for discipline? What are some of the best times you have had with your children?

You can give this gift either informally or in the form of a dad journal full of impactful advice sure to help any dad-to-be in his journey.

A MANLY DIAPER BAG

There are times when dad will be out with the little one all day – on his own. He needs a diaper bag that works for him. Find him a function-over-fashion bag that he won't be embarrassed to tout around town.

Companies make diaper bags that look like messenger bags or backpacks. Once baby outgrows the need for a carry-along, the bag can be converted into a work or camping accessory. Now that's versatility that every new dad needs.

MATCHING FATHER-BABY SHIRTS

Help dad feel a pre-birth bond with his baby boy or girl by finding matching father-child shirts. Choose dad's favorite band, sports team or

car and seek out a shirt combo that both father and baby can enjoy together.

If you can't find one with a message relevant to the dad-to-be in your life, you can always personalize one as a gift. Come up with a message that describes dad's personality and turn it into a sweet or funny message on the front of the shirts.



Gift Yourself a Better Bond

If there's one universal commonality between quality fathers, it is the natural desire to be the best role model possible for their children.

This Father's Day is another opportunity to devote a few minutes to realizing how lucky you are to partake in the joy of fatherhood and just how important your role is.

CONNECT OUTDOORS

The great outdoors offer plenty of fun activities, exercise and adventures to help you connect more with your children – no matter their age. A camping trip, fishing expedition or a simple walk around town can be a great way to combine Mother Nature with a fun family experience.

If your children are young, playing outdoors is a way to help them appreciate their natural surroundings and potential for fun times. If you have older children, outdoor activities can help bring them back into a child mindset as they reminisce about past times spent outdoors as a family.

ONLINE FUN

Are your kids more of the “indoor” type? That's OK. There are plenty of educational websites chock full of family-friendly activities, puzzles, games and quizzes to keep you busy for days.

From PBS Kids to Nick Jr., you can find an online portal that will strengthen both your parenting skills and the bond with your children.

Check out the National Responsible Fatherhood Clearinghouse at fatherhood.gov for a full list of suggested resources. Along with the list of options, the site features a Family Fun and Entertainment section that



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includes arts and crafts projects, after-school ideas and a movie database to help give father great ideas for engaging their kids in interactive activities.

FATHERHOOD PLEDGE

President Barack Obama's fatherless upbringing has been well-documented

throughout his presidency, as has his commitment to emphasizing the importance of being a strong father figure. That dedication to fathers across the nation spearheaded his effort to join dads in signing a fatherhood pledge.

When you take the President's pledge, you'll receive updates,

tips and tools from fatherhood organizations, prominent dads and other supporters of responsible fatherhood.

Completing the pledge requires about 20 seconds of free time and can help revive your commitment to your family. Take the pledge at www.fatherhood.gov/pledge.

Stuff for Outdoorsmen

Multi-tools, guns and fishing equipment. Does that sound like the perfect wish list for the dad in your life? Then make Father's Day an outdoors-themed holiday.

Local retailers are sure to have unique gadgets and items that will surprise even the most dedicated anglers and hunters.

DESTINATION TRIPS

Does dad have a favorite camping site or fishing destination? Make a weekend of it by inviting a few close friends along on a surprise trip, even if it is only a half-hour down the road.

Dad will be giddy at the chance to unwind under the stars away from the stress of everyday life. He'll even get to take in his favorite pastimes in great company, which is about all a dad can ask for.

SURVIVAL BOOKS

What if dad ever get stuck in the woods, surrounded by bears, snakes and quicksand? This may sound extreme, but many survival books are on the market with solutions to these types of outlandish predicaments.

There are also survival books out there offering a bit more practical advice on subjects such as starting a fire, edible and non-edible berries and how to light a flare. These types of books are sure to be



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quick, enjoyable reads for the survival-focused dad.

CAMO FURNITURE

So the dad in your life loves the outdoors. How about

enough to bring that reverence indoors? Yes, camouflage furniture is trending right now, as outdoorsmen across the nation are filling their living rooms with decked out

recliners, sectionals and separate pieces.

Even lampshades and curtains come camo-ed out. Perfect for the office or den, camouflage decor is a way for

your outdoorsy dad to show off his love all things nature. Just don't be surprised when you can't find dad during his nap. He's probably blended in with the furniture.

Treat Dad to a Ballgame

For many baseball-loving dads, the sport is a monument of their childhood. They probably grew up learning about the game from their own father and enjoyed many games of catch in the backyard.

If you're struggling to find a Father's Day gift for the hardball nut in your life, why not make it a destination day?

Bleacher seats can still be had for less than \$20 for a Major League Baseball game, making it the most affordable professional sporting event to take in on a family budget.

FUN AT ALL LEVELS

Baseball is a sport that can be enjoyed fully from the majors all the way down to youth leagues. And, according to what the dad in your life prefers, you can probably find a game on or around Father's Day in your local area.

Maybe you live in or next to a big city and can find great seats to a Major League Baseball game. Maybe a minor-league team nearby is playing a big home series that weekend. With minor-league pricing substantially less than the majors, you can probably afford a few tickets and snacks, even on a limited budget.

ALL-INCLUSIVE TICKETS

These types of tickets have become all the rage in Major League Baseball stadiums across the country. By paying upward of \$100 to \$500, depending on the seat, spread and service, fans can indulge in all-you-can-eat and all-you-can-drink deals while rooting on their favorite team.

Indoor and outdoor seating for all-inclusive tickets are standard in



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many parks, giving fans the option to either enjoy the game soaking in the sun and the stadium atmosphere, or tucked comfortably in an upper level suite with air conditioning and big-screen TVs.

This option will definitely be pricier than your standard trip to the old ball game, but may be worth it in the end considering the

price saved on unlimited meals and beverages.

THE EXTRAS

There's nothing better than getting to the game early enough for batting practice. Watch dad's eyes widen with every long one hit over the fence, especially in major-league parks.

Sluggers take advantage of BP to hone their swing, yes, but also to put on a show for fans.

And don't forget your glove. With the limited number of fans who show up for batting practice, you and dad have a great chance of tracking down a few baseballs. And what better souvenir to mark a special Father's Day taking in America's Pastime?



What Dads Really Do

Take a look around your home. Who is responsible for completing the home repairs, fixing the car and squishing the bugs?

Insure.com, a consumer insurance information site, puts a value on the typical “Dad” chores and calculates wages using Labor Department pay-scale statistics.

Home repairs, for example, are figured using wage information for maintenance and repair professionals. Removing spiders from the house correlates wage-wise to an exterminator’s salary, and so on.

AND DAD'S VALUE IS...

The Father’s Day Index put Dad’s chore value at \$23,344 last year, which

is an increase from 2012’s \$20,248. The 2013 household value for moms was more than double at \$59,862, which actually declined from the previous year.

One reason for the varying trajectories of “home value” is the amount of time being devoted by both mom and dad to professional jobs and housework.

A Pew Research Center study released in 2013 found that fathers are devoting more hours than ever to child care and housework – nearly 20, in fact, compared to 6-1/2 hours in 1965.

Conversely, mothers are spending more weekly hours working than they were in 1965 and have become the primary breadwinners in four of 10 American families, according to Pew.

DAD'S FAVORITE CHORES

Insure.com asked a group of dedicated dads to rank their favorite chores around the house. Here’s what they came up with:

- Barbecuing/cooking: 22 percent.
- Helping with homework: 17 percent.

- Driving: 14 percent.
- Coaching a team: 9 percent.
- Assembly of toys, bookshelves, etc.: 9 percent.
- Fixing broken things around the house: 6 percent.
- Mowing the lawn, landscaping, snow removal: 5 percent.
- Doing family finances: 5 percent.
- Car maintenance: 4 percent.
- Being a scout leader: 3 percent.
- Pest removal (spiders, gross bugs): 3 percent.
- Fixing plumbing: 2 percent.
- Moving furniture: 2 percent.

TV Dad Quiz

From Peter Griffin to Cliff Huxtable, TV dads have almost become a second father to families throughout the years.

We get to know them as they work through some of the same challenges as us. We laugh with them almost as often as we laugh at them. They are sometimes clueless, other times thoughtless, but they are always there for their families in the end.

Test your knowledge below by guessing the name of both the TV dad and TV show he starred in. Then check your answers at the bottom of the page to gauge your fatherly knowledge.

1. A man of many schemes who was balanced by his much more responsible son, Lamont.
2. A diabolical baby and red-haired wife keep this dad busy and on track, respectively.
3. A talented doctor with a bevy of life lessons at his disposal.
4. A more "modern" twist to the others on this list, he pals around with Luke and takes his realty business seriously.
5. "Serenity Now!" is a classic piece of fatherly advice from this zany dad.



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Answers: 1. Fred Sanford (Redd Foxx), "Sanford and Son"; 2. Peter Griffin (Seth McFarlane), "Modern Family"; 3. Cliff Huxtable (Bill Cosby), "The Cosby Show"; 4. Phil Dunphy (Ty Burrell), "Modern Family"; 5. Frank Costanza (Jerry Stiller), "Seinfeld."