

Father's Day Ideas

Strength, Courage, Character Seen In All-American Dads

(NAPSA)—The lessons learned from America's dads are reflected in 2003 Father's Day cards that feature red-white-and-blue, stars and stripes. Images range from a Harley-Davidson® motorcycle to a collie dog wearing a red bandanna.

These Hallmark cards are about courage, character, strength, pride and love, and have an Americana look and feel. They celebrate personal freedom, setting limits and teaching by example.

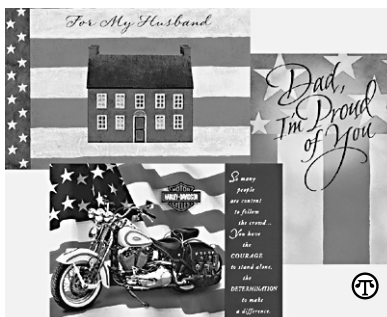
One card uses gold stars and says, "Dad, you were the first man in my life and the one I have come to set all my standards by since. Thank you for being the good man that you are and the loving father you've always been."

These cards echo the mood of the nation in 2003, according to Bill Zorn, who helps plan cards at Hallmark. "These cards are about the American character and men who stand for something positive in the lives of their wives and children. They recognize men who believe in the American way of life and the principles that make families strong."

A card that says what dads love to hear—"Dad, I'm Proud of You"—written in bronze with the image of a flag in the background is about overcoming obstacles, making dreams into reality and keeping promises.

One begins, "There are men called heroes..." and honors the everyday heroes whose kindness and guidance inspire and comfort their families.

Another group of Father's Day cards celebrates the love and respect that women feel for their



New cards to honor dads celebrate personal freedom, setting limits, teaching by example.

husbands. "Hallmark research indicates that it's important to wives to share the reasons that they love their husbands," Zorn says. "We've added more cards that look and sound almost like love letters. They leave no doubt about how a woman feels about her husband and the father of her children."

The cards talk about patience, respect and the journey together through good times and bad, and they express the desire and belief that love will continue.

One looks as if it's in an envelope with the imprint of a heart in sealing wax, and begins, "Honey, from the very beginning, I could tell—as a dad you'd be a natural." and it recounts the ways that a husband complements a wife.

A card that pictures a Harley-Davidson motorcycle and opens to the sound of the motor for the many motorcycle enthusiasts. A unique gift is Hallmark's 100th Anniversary Harley-Davidson lighted water globe with a vintage motorcycle inside that sounds like a Harley-Davidson motor.