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Salute to Dads!

Sunday is Father's Day... It took awhile!

Turns out that Father's Day struggled for 62 years to become official...

The holiday was suggested in 1910 by Spokane, Washington resident Sonora Smart Dodd, around the time when Mother's Day celebrations were becoming common. Early adopter Hallmark seized the retail opportunity and has been selling [Father's Day cards](#) since the 1920s. But while Mother's Day was established as a National Observance in 1914, the idea of Father's Day met with some legislative resistance. The celebration didn't become official until 1972, when President Richard Nixon finally signed it into law that Dads in the United States would be honored on each third Sunday of June.



Dad-ology

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Fishing? Or hot babe?

Peterson's conducted extensive, in-depth research (i.e. visited the Duane Reade card aisle) to



explore the range of Father's Day greeting topics. Findings suggest that card companies believe progenitors will respond favorably to one of the following visual stimuli:

recliner/lounge chair/hammock
 fishing
 golfing
 lawn mower/home repair
 BBQ
 necktie
 rolling landscape/seascape in subtly masculine colors

An informal survey of real-life Dads, however, reveals that they *actually* respond more enthusiastically to the visual stimuli of:

hot babes
 large, flat screen TVs
 hot cars/motorcycles/monster trucks
 cold beer

Peterson's cannot account for the discrepancy...

Cold beer with a hot kick

The Michelada

A classic Mexican beverage with many variations, this version makes its appearance in [Peterson's Happy Hour](#).

Serves 1 thirsty Dad

1 lime

-- washed and cut in half

coarse salt

-- for rimming glass

1/4 teaspoon Maggi Seasoning Sauce

-- or substitute 3 dashes of soy sauce (preferably, naturally brewed) plus 1/4 teaspoon Worcestershire sauce

3 dashes of hot sauce (such as Tabasco)



Covering all the bases: lounge chair, hot babe AND cold beer...

-- or to taste

12-ounce bottle of beer

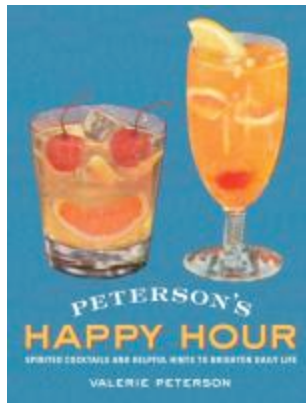
-- preferably Mexican, frosty cold

freshly ground black pepper

Run half the lime around a pilsner glass. Place salt in a shallow bowl, slightly wider in diameter than the rim of the glass. Dip the dampened glass rim in the salt to coat. Chill the glass for 10 minutes or more. Squeeze the juice of both halves of the lime into the glass. Add the Maggi Seasoning Sauce and the hot sauce and mix. Add the beer. Garnish with a grind of black pepper.

Thanks to all the Dads...

... who lent their images to [*Peterson's Happy Hour!*](#) They include Sal Canzoneri, Bill Charron, John Daly, Harry Firstenberg, Gordon Fryer, J. Michael Jones, Russ Lydon, Harold Okone, Carl Peterson, Anthony Pricoli, and Dick Thomas... and more! And thanks to Robert Peterson, who usually gets a home-repair-themed card.



To see how some of these Dads inspired Peterson's cocktails, or for a complete list of contributors, or to check out other stories and recipes, visit petersonshappyhour.com.

And feel free to forward Peterson's "Salute to Dads!" issue to your Dads and other friends and family. Cheers!

If you weren't expecting this newsletter...

Hi, Peterson's newbie! You're receiving this newsletter because of your recent interest in *Peterson's Happy Hour* or your recent communication with Valerie. The newsletter



generally won't come too frequently--in fact, the last one was around New Year's...* However, if you're commitment-phobic, feel free to unsubscribe.

*Don't be alarmed by the arrival of Monday's issue about Swedish Midsummer bacchanals--trust me, the timing unusual, but the summer solstice is on the 21st, so...

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