

THE YEAR OF THE PARENT

Success is no surprise when you consider the source. The foundation for fulfillment is provided by our first teachers, most concerned coaches, closest counselors and best friends—our parents. The Seven-Up Company salutes the real sources of success; parents and guardians who guide the growth of tomorrow by providing love and affection today.

Success in the field of science demands outstanding effort in one's discipline and the discipline to make one's effort outstanding.

Before this scientist was a teen, her parents had already measured her intelligence, tested her talents and researched her potential.

We salute the successful scientist; but, more than that, we salute the guardians of genius who guide the growth of tomorrow—the parents.

As we compete in life's race toward high achievement, even the most agile athlete cannot get around the need for all-star parents.

Practicing teamwork in the home, exercising patience in the parenting process, mom and dad successfully provided the groundwork for a moral victory before any material medals are collected.

Without demanding superstardom; yet encouraging excellence, the parents ran the first leg, providing a firm anchor in the relay of reality.

Before we face our major missions in life, our childhood is full of significant simulations guided by the command center of home.

Parents provide our countdown to success. Their examples guide our paths; their sacrifice and supervision launch our careers; their care and confidence reduce the weight of youthful stress, and help us to face the pull of gravity in adult world situations.



Exemplary Parents—
the formula
for success.

SEVEN-UP AND 7UP ARE TRADEMARKS IDENTIFYING PRODUCTS OF THE SEVEN-UP COMPANY © 1984