



George Price

Title

As Long as You're Grant, Get Me a 7-Up

Medium

Ink and watercolor on paper

Date

1963

Dimensions

12 5/8 × 14 1/2 in. (32.1 × 36.8 cm)

Accession number

93.19.2

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Credit Line

Purchased with funds given in memory of Gladys Hobby, 1993

Web Description

George Price formed an early habit of sketching funny pictures of people on the street, in trains, and wherever else he saw them. Those who found their way into his early drawings were the residents of Coytesville, New Jersey, where he was born. During his career, Price produced many humorous drawings, over 1,200 of them for *The New Yorker* beginning in 1932, when it printed his first captioned drawing. At the time of his death in 1995, Price was the oldest regular contributor to *The New Yorker*. Price played a crucial role in the development of cartoons and advertising. His work is characterized by imaginative and witty, usually one-line captioned drawings that helped modernize the magazine cartoon. As a young artist, Price did odd jobs and freelance work but by the 1920s he was active in advertising art. Many of his cartoons appeared in *Collier's*, *The Saturday Evening Post*, and *The New Yorker*. Popular collections of his cartoons were published, beginning with *Good Humor Man* (1940), *Who's in Charge Here?* (1943), *My Dear 500 Friends* (1963), *The People Zoo* (1971), *Browse At Your Own Risk* (1977), and *The World of George Price* (1987). *As Long as You're Grant, Get Me a 7-Up* is a cartoon published in 1963 for *The New Yorker*. The drawing shows a woman in bed reading a newspaper, talking to a man dressed in Civil War uniform.