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## Third Avenue: A New Deal for American Art

United States General Services Administration

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Charles Louis Goeller (1901-1955), *Third Avenue*, 1933-1934, oil on canvas, 36 X 30 1/2 inches; National Museum of American Art, Smithsonian Institution, Transfer from U.S. Department of Labor

# Third Avenue

A New Deal for American Art

Great governments throughout history have embraced the art of their time. During the depths of the Great Depression, the Federal Government continued that tradition by employing thousands of artists to create public art which expressed the ideals of

their time. *Third Avenue* was produced under the Public Works of Art Project, the earliest of the federally sponsored art projects of the 1930's. U.S. General Services Administration

New Deal Art  
1933-1943  
Golden Anniversary