

# FLORSHEIM/GOLDBERG: AN EXTENDED CONVERSATION



## Auction

15 February 2018  
noon ct

## Wright

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## BERTRAND GOLDBERG

### North Pole Ice Cream Station presentation board

USA, 1938 | gelatin silver print mounted on board  
30 h × 40 w in (76 × 102 cm)

The mobile North Pole ice cream store was a fully portable structure designed with a cantilevered roof and walls fastened to a truck chassis. Goldberg's intention was for this to be a portable store, serviced by a portable ice cream manufacturing 'mother ship' which would sell ice cream in Chicago during the summer months and travel to Florida for the winter.

**Provenance:** Collection of Bertrand Goldberg | Thence by descent

**Estimate:** \$200–300

**Result:** \$520

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