

# Betty Waudby

## Park West at Sea Art Auction



by David Phillips for Fine Art Registry™

CASE STUDY: MARY ELI ABETH (BETTY) WAUDBY IS WICKTO ACKNOWLEDGE THE FACT THAT SHE EXERCISED POOR JUDGEMENT WHEN SHE BOUGHT THREE SALVADOR DALI PRINTS FROM PARK WEST AT SEA WHILE ON A ROYAL CARIBBEAN CRUISE ABOARD THE GRANDEUR OF THE SEAS IN SEPTEMBER 2006. HERE ARE THE FACTS AND FIGURES. THEN SHE WILL TELL HER STORY IN HER OWN WORDS.

### FACTS AND FIGURES FROM INVOICE:

Park West invoice dated 25 September 2006, Royal Caribbean, Grandeur of the Seas

Auctioneer: Adam Davy

Three Dali prints are listed:

*Divine Comedy Paradise 30*

Registration# 175296.0003: \$5800 + \$870 Buyer's Premium + \$35 for the Park West in-house appraisal

*Divine Comedy Purgatory 30*

Reg #175263.0003: \$6650 + \$997 Buyer's Premium + \$15 for the Park West in-house appraisal

*Divine Comedy Inferno 30*

Reg#175229.0003: \$6050 + \$907 Buyer's Premium + \$15 appraisal fee.

The Certificates of Authenticity sent to her with the prints are signed by Albert Scaglione, owner of Park West Gallery, an engineer by training and with an obvious vested interest in both the certificate of authenticity and the appraisal.

They say that the prints are "hand signed in pencil. One of one hundred illustrations of Dante's Divine Comedy, Published by Editions d'Art Les Heures Claires, Paris under the direction of editor and artistic director Jean Estrade."

They also state: "This work, which is from the collection of Mr. Jean Estrade offers an exceptional opportunity to Dali collectors seeking rare works with impeccable provenance."

Total invoice for the prints: \$21,025

Shipping and handling: \$170

\$1375 went on the cruise bill

\$20,000 went on a Park West Collectors' card which was at that time issued by HSBC, Las Vegas, NV.

**Note: These prints probably cost Park West Gallery less than \$700 each, including framing – conservative estimate. They may be worth between \$700 and \$1,200 each. They are certainly not worth anything like the \$7,000 each that Betty paid Park West at Sea for them.**

### HERE'S BETTY'S STORY:

There was a Dalí exhibit in Philadelphia in 2005 which my husband, daughter and I attended. It was wonderful and we loved it. We had liked Dali from afar for a while and after we went to the exhibit we thought this artist was really neat and we tried to find out more about him.

We've been on about a dozen cruises and I never go to the art auctions because usually we do shore excursions or we're out by the pool, but in September 2006 we were on a Royal Caribbean cruise on *Grandeur of the Seas*

along with my extended family and I thought, "You know what, let me just go to the art auctions and see if they have any Dalís."

I had been out by the pool and you do drink on cruises – I'll be honest about that – and then they give you a couple more glasses of champagne at the auction.

The Park West auctioneer Adam Davy said, "What

are you looking for?" and I told him that we had been to the exhibit in Philadelphia and had really liked that and had started to look at maybe collecting some Dalí, and you could sort of see his antenna go up. He said, "I have just the thing for you," and talked about the *Divine Comedy*, and this set of three, *Inferno*, *Purgatory* and *Paradise* and told me this was really worth collecting and to have this set of three was something I would find nowhere else.



CORPORATE OFFICES  
160 GREENTREE DR.  
SUITE 101  
DOVER, DE 19904  
800.521.9654

P. 1  
PRINTED: 09/25/2006  
RCI GRANDEUR OF THE SEAS

BILL AND SHIP TO												
MRS. MARY WAUDBY						COMPANY: COUNTY: EMAIL: HOME PHONE: WORK PHONE:						
BIDDER NUMBER	CABIN NUMBER		AUCTION NUMBER		INVOICE NUMBER		INVOICE DATE					
225	7044		4055		4055-10-1		09/25/2006					
LOT NUMBER	REG/SER	ARTIST	ART TITLE	HAMMER PRICE	BUYERS PREMIUM	AUCTION PRICE	NET PRICE	SHIP FEE	RE-STA	IN-TR HANDL	CUSTOM FRM	APPR. CODES
CP582	175296.0003	SALVADOR DALI	DIVINE COMEDY - PARADISE 30	5800.00	870.00	6670.00	6625.00	45	0	0.00	0	35 X F
CP583	175263.0003	SALVADOR DALI	DIVINE COMEDY - PURGATORY 30	6650.00	997.50	7647.50	7602.50	45	0	0.00	0	15 X F
CP584	175229.0003	SALVADOR DALI	DIVINE COMEDY - INFERNO 30	6050.00	907.50	6957.50	6912.50	45	0	0.00	0	15 X F
PRM025	153093	ANATOLE KRASHYANSKY	MUSICAL SPHERE	0.00	0.00	0.00	0.00	35	0	0.00	0	NO U P
PRM023	153092	EMILE BELLET	D'OR ET DE REVE	0.00	0.00	0.00	0.00	0	0	0.00	0	NO U P
PRM022	153091	ITZCHAK TARKAY	MORNING SOCIAL	0.00	0.00	0.00	0.00	0	0	0.00	0	NO U P
PRM024	153090	LINDA LE KINFF	ROBE DU SOIR	0.00	0.00	0.00	0.00	0	0	0.00	0	NO U P
PRM026	153094	NEIL J. FARKAS	MONA LISA	0.00	0.00	0.00	0.00	0	0	0.00	0	NO U P
ALL ART SOLD UNFRAMED ('U'), UNLESS NOTED. ALLOW UP TO 10 WEEKS FOR DELIVERY.											INVOICE TOTALS	
Notes:											ART 21140.00	
PURCHASER'S ACKNOWLEDGEMENT											APPRISALS 65.00	
THE PURCHASER, BY SIGNING THIS INVOICE, ACKNOWLEDGES RECEIPT OF A COPY HEREOF, AND HAS AGREED TO PURCHASE THE ABOVE DESCRIBED GOODS AND SERVICES ON THE TERMS AND CONDITIONS STATED IN THIS INVOICE AND THE PURCHASER'S BIDDING PADDLE. NO VERBAL AGREEMENTS OR REPRESENTATIONS SHALL BE OF ANY FORCE OR EFFECT UNLESS SET FORTH IN WRITING IN THIS INVOICE. CREDIT CARD PURCHASERS AGREE TO PAY, IN ADDITION TO THE AMOUNTS SHOWN ON THIS INVOICE, ANY FINANCE CHARGES, FEES OR OTHER AMOUNTS DUE UNDER ALL APPLICABLE AGREEMENTS GOVERNING THE USE OF SUCH CARD. NON-U.S. RESIDENTS ARE RESPONSIBLE FOR ALL TAXES, DUTIES, BROKERAGE FEES, CUSTOMS FEES OR OTHER CHARGES WHICH MAY APPLY TO THE TRANSPORT OR IMPORTATION OF THE ARTWORK.											CUSTOM FRAMING 0.00	
THIS INVOICE CONTAINS ADDITIONAL TERMS AND CONDITIONS ON THE REVERSE SIDE. THOSE TERMS AND CONDITIONS ARE IMPORTANT AND PURCHASER SHOULD READ THEM CAREFULLY.											HALF BP 0.00	
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											SHIPPING AND HANDLING 170.00	
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											GRAND TOTAL 21375.00	
											PAYMENT TOTAL 21375.00	
											PAYMENT FOLIO - 45483340 1375.00	
											PARK WEST COLL - 422 20000.00	

SIGNATURE

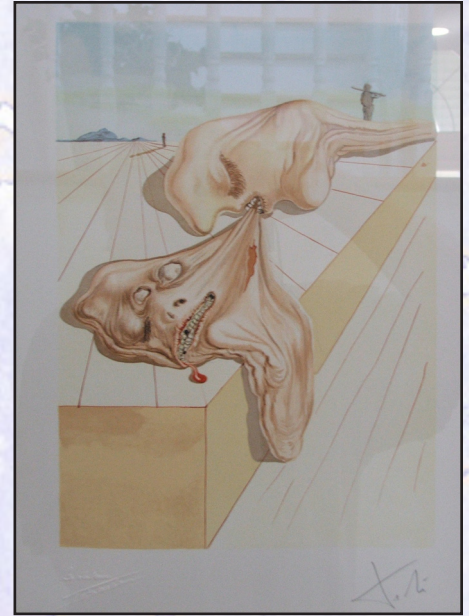
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ART AUCTIONEER: ADAM DAVY

NOT DOWNPAYMENT/NO INTEREST/NO PAYMENTS FOR 13 MNTS

DESIGN/PDF/FORMS/INVOICE/STATEMENT/AUCTION PAGE 12341 047



*The three pieces Betty purchased at the Park West at Sea auction.*

(In my research since I have seen that these prints are everywhere.)

I told him my daughter liked Dalí, and he said it was certainly something worth passing down to her as it will increase in value over the years. We wanted to spend our money on the right things that would have some investment value. He assured me that this was a good investment and a unique bargain.

There were some high rollers on this cruise as far as what they spent on Dalí art. So then the Dalí prints came up for auction and I could never get a real good feel about what they were asking. They kept saying what they were worth and whoever got these would have a really good buy, so I bid, and the auctioneer said, "Well, you come to us after dinner tonight and we'll work out your price with you."

After dinner I went to the gallery and they had more champagne there.... I was very foolish. You don't drink alcohol and then go do something important like this.

I got there and they said, "This is all you owe us tonight," and it was the down payment of \$1,375 or whatever it was. They said, "And you have a \$20,000 credit limit on your Park West card." [see article on the current Park West card [here](#)]

I thought OK, and I signed. I put my papers away and got on with the cruise. I came home and started a new job that week, where we live in Northeastern North Carolina.

A month later, in October 2006, I got my credit card statement from HSBC in Las Vegas, with the \$20,000 charge to Park West on it.

I saw this \$20,000 statement and thought, "Oh my god, what have I done?" I hadn't realized how much I'd spent. Part of it had to do with the champagne. I went up to my suitcase, pulled out the purse I was using that night and there was my Park West at Sea invoice and sure enough, I had done this.

When I realized what I had spent I called Park West and said, I didn't realize what I was doing, I needed to send these back, and they said, "It's a final sale, read your document," and I did and it does say it's a final sale unless I can prove they weren't authentic.

So we figured, "Well, OK, so you did this but if they're worth it that's great, it's an investment."

**If these prints that we have were really worth \$20,000, we'd still be happy to have them.**

We were getting ready to pay off the credit card and get these pieces insured and finalize all the pieces. Looking at similar pieces online we thought, "Oh my god, what's happened here? We could never get these insured for \$20,000 or the \$30,000 that they had told us."

So we started to do some research. I came home one day and my husband said to me, "Something is really wrong. I've gone online to a couple of what look to be reputable galleries and even onto eBay – and on eBay you really have to watch what you buy – and I

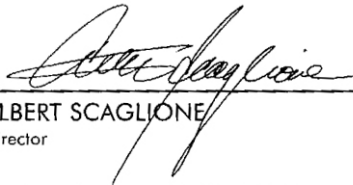
## Certificate of Authenticity

According to the terms of the guarantee on the verso of this certificate, we guarantee the authorship of the following work of art:

Registration No. 175263.0003  
Dali, Salvador  
Divine Comedy - Purgatory 30  
Announcement of the Grand Event  
1951-64  
10" x 7"  
"Into my heart such self-conviction drove its bard, that I  
fell conquered."

Wood engraving in color on Rives paper. One of one hundred illustrations of Dante's "Divine Comedy". Hand signed in pencil, lower right. Blindstamp of the editor lower left. Published by Les Editions d'Art Les Heures Claires, Paris, under the direction of editor and artistic director, Jean Estrade.

*(Continued on next page)*



ALBERT SCAGLIONE  
Director



29469 Northwestern • Southfield, Michigan 48034 • (800) 521-9654 • Fax (248) 354-038

can't see anything priced at anywhere close to what we paid."

I said, "That can't be right," so we started to do more research. Then this panic level started building. And we figured we had gotten taken.

I had used some bad judgment, but I had also been taken advantage of.

I had the prints appraised by a reputable dealer in New York City and he said they were basically worthless and I should send them back to Park West and get a refund.

We did our research on the web and with some different galleries and then I called Park West this past Friday to explain all this again. I talked to a Ms. Willbanks, who basically started screaming at me. She told me I did not know what I was talking about. My three prints were of the value stated on

my invoice. I couldn't even get a word in edgewise with this lady. I finally said to her, "Please let me speak. Look, my husband and I have done some research over the last couple of months. We've gone to websites, we've looked at galleries, I don't see anything like we have at the price we paid." I said I could not even sell these for pennies on the dollar. She told me I didn't know what I was talking about, but if I would email her all the websites and all the galleries' names, they would research it.

I said, "I'm sure you've heard of them and you know who I'm talking about and I don't need to do this." She said to email her. I said I would put it in writing to her.

They had shown me something by Bernard Ewell. But I talked to someone in a gallery in New York who told me that at one point Bernard Ewell was the

quintessential authority on Dalí, but that was not the case any more. [see related article [here](#)]

I have letters that I've prepared: one to Mr. Scaglione at Park West, telling him that I was misled and duped and wanted my down payment returned and Park West credit card balance cancelled; and one to the credit card company, HSBC in Las Vegas, Nevada. We will not be paying the bill until this is sorted out and Park West does right by me. I am copying the BBBs of Michigan and Delaware along with Attorneys General for both states and North Carolina. I also am copying Royal Caribbean International cruise lines.

They left a bad taste in my mouth when here I was, just wanting to start collecting art. I had a little expendable cash to use to do that and I got really burned.

We need to find some Dalí prints that are authentic and properly priced and invest in those.

**Mrs. Waudby's letters to Albert Scaglione and to HSBC (who issued the Park West Collectors Credit Card) follow:**

Albert Scaglione  
President, Park West  
Park West at Sea Corporate Offices  
160 Greentree Drive, Suite 101  
Dover, DE 19904

Dear Mr. Scaglione:

In late 2006 I took a cruise on Royal Caribbean's **Grandeur of the Seas** from Baltimore to Bermuda. While on board I went to Park West's Art Auction. I enjoyed some champagne, and bid on a group of three Dali Divine Comedy woodblock prints. I wasn't quite sure what my final bid was. After dinner that evening, I met the Park West representatives, and provided my Visa card for what I believed was full payment for the works, and then signed what I thought was an open line of credit to use for future purchases. I put the paperwork they gave me in my suitcase, and didn't really look at it until I got my statement a month later.

When I received the Park West statement I realized that what I thought was a credit application was in

fact a purchase for \$20,000.00 from the Park West at Sea art auction on the cruise. I immediately called Park West corporate offices to return the works for credit. They refused stating that they were final sales. They also advised that the prints that I had purchased were worth at least \$30,000.00.

I was dismayed and ashamed; however, I took some solace in the stated value of what I had bought. It seemed important that items so valuable should be insured. I began to research these works to determine how much they should be insured for. To my horror, I discovered that Park West had made claims that were excessive, disingenuous and even fraudulent. I was not just a victim of bad judgement (and perhaps plied with a little too much champagne), but of fraud! I was sold prints which Park West valued at \$20,000 that I could find on-line and at reputable galleries for a fraction of what I paid. **Additionally, according to sources at Fine Art Registry, Park West is unlikely to have paid more than \$700 for each of the prints, including framing!! This means that I paid \$20,000 retail for 3 prints purchased and framed by the seller for less than \$2,000.** I am formally requesting you to investigate this matter. I will not pay any balance on the Park West credit card until this matter is equitably resolved, and to my satisfaction.

Because of my discoveries, I must herewith advise you that I am contesting the assertions of Park West, and therefore will not make any additional payments. I will be returning the works to Park West within the next several days, and with a request that the payment made on my Visa account is refunded to me and the \$20,000 balance on my Park West credit card cancelled.

Sincerely,

Mary E. Waudby

cc: Delaware Better Business Bureau  
Better Business Bureau of Eastern Michigan  
AARP  
Office of the Attorney General for the State of North Carolina  
Michigan Office of the Attorney General  
Delaware Department of Justice, Attorney General's Office  
Royal Caribbean Cruise Line

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HBSC Bank Nevada, N.A.  
1111 Town Center Drive  
Las Vegas, Nevada 89144

To whom it may concern:

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Sincerely,

Mary E. Waudby

cc: Delaware Better Business Bureau  
Better Business Bureau of Eastern Michigan  
AARP  
Office of the Attorney General for the State of North Carolina  
Delaware Department of Justice, Attorney General's Office  
Royal Caribbean Cruise Line  
Michigan Attorney General  
Nevada Office of the Attorney General

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## SUMMARY

As to the authenticity of the prints that were sold to Betty Waudby, this has been covered thoroughly in another article [here](#). Park West's disavowal of the accepted authority on Dalí and the use of their own art authenticator leaves many questions as to the authenticity of what they are purveying. It's easy enough to check these out.

As to the price...anyone is entitled to make a profit. But there is a point where profit becomes price gouging and profiteering. The false representations made by Albert Scaglione and Park West auctioneers about the value of the items sold, both in writing in the in-house generated Certificates of Authenticity and grossly overinflated appraisals (which, to add insult to injury, the customer has to pay for!) and verbally by the auctioneer as reported by Betty, the statements that they are a bargain, that Betty would not be able to find these three prints together elsewhere, that these prints were a great investment, are inexcusable. 🙄

A stylized world map with a compass rose and sailing ships. The map is rendered in shades of blue and purple, with a grid of latitude and longitude lines. A compass rose is centered on the map, and three sailing ships are depicted in various positions. The text is overlaid on the map.

*Share your experiences with  
Park West at Sea on the FAR  
forum [here](#).*

*Read more about the FAR®  
investigation into the Park  
West at Sea Art Auctions [here](#)  
and submit a complaint [here](#).*