

*Give letter
Wise do it
C/llp.*

July 13, 1965

To: W. J. Mitchel, Jr.
Subject: Glenn Michaels Assemblage

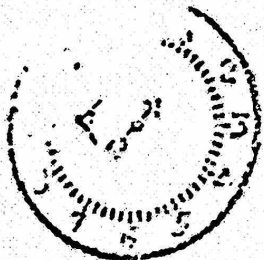
We have had an appraisal by Peggy De Salle of the Little Gallery on the Glenn Michaels assemblage at the World's Fair. She places an evaluation on the mural of \$12,000.

Miss De Salle is Michaels' agent, and her gallery handles much of his work. She is obviously in a position to know its worth. However, I believe it is possible that her objectivity could be challenged. If you wish, I will have one more appraisal made by, perhaps, the Knoedler Gallery in New York. It probably is not necessary on an item this small, but it would remove any doubt.



Richard Ruddell
Research and Planning Department

314 5



PUBLIC RELATIONS
PROGRAMS

LITTLE GALLERY

• PEGGY DE SALLE • 915 EAST MAPLE • BIRMINGHAM • MICH • MIDWEST 4-5566 •

Date JUNE 25, 1965

To ROBERT W. MILLAR
FORD MOTOR COMPANY
CENTRAL OFFICE BUILDING
AMERICAN ROAD
DEARBORN, MICHIGAN

CUSTOMER

EVALUATION OF MOSAIC MURAL BY GLEN MICHAELS

12,000.00

Peggy de Salle

PEGGY DE SALLE

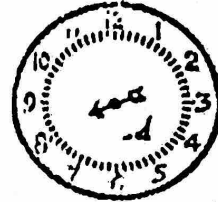
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July 28, 1965

JUL 28 '65

Mr. W. J. Mitchel, Jr.

SUBJECT: Michaels' World's Fair Mural



PUBLIC RELATIONS
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Miss Elizabeth Clare of Knoedler Galleries in New York has informed me that they would not care to make an appraisal of the mural. She bases her decision on the tendency of the IRS to go by: a) the purchase price, or b) recent sales prices of similar size works by the same author.

Since Glenn Michaels has not done an equivalent piece of work, there would be no other figure to go by other than our purchase price.

I talked with Peggy De Salle subsequent to this information for her rationale in appraising the work at \$12,000. She said that Michaels underestimated its value in the first place, secondly, wanted the commission bad enough to quote a low figure and finally, that his work has greatly increased in value in the past two years. She also informs me that he is working on a larger mural which will be priced more in accordance with her appraisal of this work.

She sounds competent to defend her appraisal.

Richard Ruddell
Research and Planning

RR:sp