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PRESS RELEASE

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Another Record Home Run for Mickey Mantle as His 1951 Type 1 Photo Sells for \$843,750 at Heritage Auctions

*Mantle topples Ty Cobb's previous record with original
photo used for The Mick's 1951 Bowman rookie card*



Imaged by Heritage Auctions, HA.com

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DALLAS, Texas (April 8, 2024) – Add another to his estimable list of records and achievements: Mickey Mantle is now the face of the most valuable Type 1 photo ever sold at auction.

Sunday night, Heritage Auctions sold for \$843,750 the photo of the New York Yankee legend used to make a trio of Mantle's baseball cards — including his 1951 Bowman rookie card. Mantle hammers the previous record of \$516,000

set by Ty Cobb on August 27, 2022, when Heritage sold the photo used for the Georgia Peach's 1914-15 Cracker Jack card for \$516,000.

According to Professional Sports Authenticator, there are just four known examples of the iconic image used for Mantle's rookie card. On Sunday, this photo sold for more than any of Mantle's 1951 Bowmans except for a PSA Mint 9 that realized \$3,192,000 in 2022.

"What I love most about the Type 1 photos is their proximity to history," says Heritage Auctions Executive Vice President Joe Maddalena. "This isn't just any Mickey Mantle photo: It's the one that has become emblematic of his ascension from rookie to legend — when he was just the fresh-faced kid from Oklahoma who wasn't yet The Mick, a Hall of Famer, a legend. I'm thrilled collectors now see Type 1 photos for what they are: artwork to be collected, cherished, coveted."

The photo, which served as the centerpiece of [Heritage's Photo Legends Type 1 Showcase Auction on April 7](#), is among the most defining of The Commerce Comet's career: Mantle wearing No. 6, with a bat perched on his right shoulder as he stares into the distance as though awaiting a pitcher's delivery. This same image, colorized but otherwise barely altered, was used not only for Mantle's first baseball card but also his 1952 Berk Ross card, by which time he'd famously become No. 7 on the legendary roster, and his 1953 Topps offering.

The photo came from the collection of the late Jack Kramer, a big-league pitcher who won Game 3 of the 1944 World Series as a St. Louis Brown and finished his career as one of Mantle's teammates on the '51 Yankees. It was found among his keepsakes in a plain brown envelope bearing the New York Yankees' logo, Yankee Stadium's Bronx address and a handwritten note: "Pictures of 1952 New York Yanks all individuals."

Inside was an original, freshly printed set of 8-by-10 glossy black-and-white photos featuring members of the 1951 Yankees. They were taken by the team's photographer, Bob Olen. Kramer was there alongside the legendary likes of Joe DiMaggio, Yogi Berra, Phil Rizzuto and a 19-year-old kid from Oklahoma named Mantle.

That photo of Mantle is considered "one of the true grails of Type 1 collecting," according to PSA, which defines a Type I photo as "a 1st generation photograph, developed from the original negative, during the period (within approximately two years of when the picture was taken)." This photo remained in that brown envelope for decades, sealed in a Ziploc bag and stored in a cedar chest. It had never been available at auction.

Another Mantle photo from Kramer's collection was also a smash hit in the auction: [his 1951 rookie headshot, which realized \\$20,625.](#)



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Not far behind was one of six Marilyn Monroe photos offered in this event: [An autographed picture from March 9, 1955's premiere of East of Eden signed by the former Norma Jean Baker](#) during the year she studied with Lee Strasberg at the Actors Studio in New York City. It realized \$20,000.

Click [here](#) for complete results from Heritage's April 7 Photo Legends Type 1 Showcase Auction.

Heritage Auctions is the largest fine art and collectibles auction house founded in the United States, and the world's largest collectibles auctioneer. Heritage maintains offices in New York, Dallas, Beverly Hills, Chicago, Palm Beach, London, Paris, Geneva, Amsterdam, Brussels and Hong Kong.

Heritage also enjoys the highest Online traffic and dollar volume of any auction house on earth (source: SimilarWeb and Hiscox Report). The Internet's most popular auction-house website, HA.com, has more than 1,750,000 registered bidder-members and searchable free archives of more than 6,000,000 past auction records with prices realized, descriptions and enlargeable photos. Reproduction rights routinely granted to media for photo credit.

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