

# Jim Warlick



## JIM'S STORY

Jim Warlick grew up in the small town of Morganton, North Carolina where his interest in politics was spurred on by U.S. Senator Sam Ervin Jr. As a child, Jim collected political buttons and other memorabilia as a hobby.

In 1980, while working on Capitol Hill for North Carolina Congressman Lamar Gudger Jr., Jim came up with the idea of designing and selling political campaign buttons, flyers, stickers and brochures. After realizing he could make a better living selling campaign buttons and other memorabilia than working on Capitol Hill, he started his first company, Political Americana.

Shortly after designing and creating several buttons, he attended the national Democratic convention in New York City and sold them outside his hotel. Soon after, his success exploded and he became one of America's premier designers of old-style campaign buttons with over 2,000 different designs... for over one dozen presidential campaigns and hundreds of congressional, Gubernatorial and local candidates and, many historic events like the Vietnam Veterans Memorial dedication.

In 1989, Jim opened a Political Americana kiosk at Union Station in Washington, D.C. to sell political memorabilia. It was the highest grossing per square foot store in Union Station within two years and within a few years, he had opened a total of six stores selling presidential memorabilia and souvenirs in Boston, Chicago, Baltimore, and Washington, DC.

Jim continued collecting political memorabilia and opened the Presidential Museum in Branson, Missouri in 2002, showcasing a Boeing 707 Air Force One fuselage, Oval Office, First Ladies' gowns, and more than 500 Presidential items. He wanted more people to see his collection, so he took his American Presidential Experience across America, exhibiting at Rockefeller Center in New York and Presidential nominating conventions in Denver, Charlotte, St. Paul and Philadelphia.

In 2008, Jim Warlick opened the Inauguration Store across from the White House which later became the White House Gift Center in 2010. The store is unique as it combines a mixture of DC and presidential souvenirs along with a replica of the Oval Office...and, press briefing rooms for personal photography.

In 2012, he opened the Presidential Gallery near the White House featuring only authentic U.S. Presidential items from political campaigns and administrations. Signed documents, photographs, books, and rare and valuable collectibles were showcased.

As he continued to expand his presidential collection, he created and produced "*The American Presidential Experience*", a traveling exhibition on the Presidency. This exhibition consists of 25,000 square feet featuring the largest and most iconic exhibits of his presidential collections, including two JFK limousines and two Boeing 707 Air Force One fuselages. One outfitted to replicate when Ronald Reagan was President, and the most admired JFK Air Force One fuselage, an exact replica of the way plane as it appeared on November 22, 1963. Many other personal items of both John F. Kennedy and Jackie Kennedy were on display for the first time anywhere in America, thrilling children and adults alike.

Jim has also been featured in many national news stories on TV and print since 1980.

Later this year, Jim Warlick will be auctioning one of the country's largest collections of JFK memorabilia at **Bonhams**, a privately-owned international **auction house** and one of the world's oldest and largest auctioneers of automobiles, entertainment memorabilia, fine art and antiques. ...Included in the auction, will be the last vehicle that transported John F. Kennedy from his hotel in Fort Worth, Texas to the airport prior to his fatal visit to Dallas, on November 22nd, 1963. As well, JFK's official White House armored limousine, First Ladies' Gowns, an Oval Office and personal artifacts of JFK.