

# Jesus' Place

■ **Former SWT faculty member manages God's own souvenir shop, sells religious paraphernalia**

By Britney Porter  
Special to The Star

Former SWT faculty member Jack Farley gives B.S. a new meaning.

Farley B.S.s a lot — “blessed speaking,” that is — in his small, tucked-away house turned souvenir shop called Jesus' Place.

Blessed speaking bounces off the walls at Jesus' Place, located on 1008 E. Uhland Rd. “World's Greatest Jesus” is imprinted on hats, T-shirts, bumper stickers, pens, pencils and all sorts of items for sale, even underwear.

Farley, a 68-year-old Pennsylvania native, said he “will go to the end of the earth for God,” even if it means selling white bundles of briefs.

Farley didn't credit himself or his co-workers, Bruce and Nikki Ladden, for owning the shop that has survived for nearly four months; instead, he said God is the owner.

“It was God's idea to start Jesus' Place and I said, ‘I'm with you Lord,’” Farley said.

Near a garden of artificial red and maroon

roses outside the store, which Farley calls “God's roses,” sits a 2001 maroon Insight. Jesus bumper stickers swarm the car.

“Maroon represents the blood of Jesus,” Farley said.

Farley graduated from A&M in 1954, which may also explain his maroon fetish. He then got married and joined the U.S. Air Force.

But two marriages have come and gone since, and Farley is currently engaged to Berlye Gillock, a 64-year-old Debbie Reynolds look-alike from Louisville, Ky. The

two plan to have a “commuter marriage,” as Farley called it, or a long-distance relationship.

So there goes Farley, commuting again. From 1963 to 1990, Farley commuted from Austin to San Marcos to teach in SWT's business department. He has since donated \$10,000 worth of scholarship money to the department.

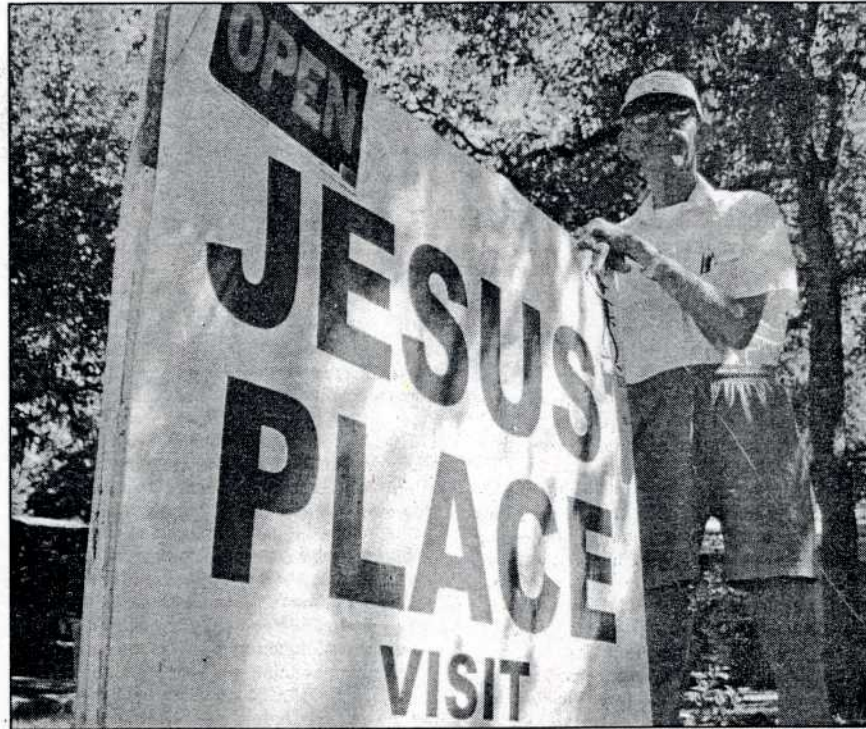
Farley also gives \$100 a month to the San Marcos Police and Fire Departments and The United Way.

“I'm not a giver,” Farley said. “I'm an appreciator of God's people.”

Farley even has certain items in his shop for free. Pens, maroon and gold cups and Bibles are free of charge. Items for sale include jewelry, crystal angels, CDs and tapes. T-shirts come in all sizes and are imprinted with the King James

“Jesus' name is written on the back and front (of the T-shirts) so people will see Jesus coming and going.”

— Jack Farley  
owner of Jesus' Place



Johnny Quiroz/Star photo — jquiroz@universitystar.com

Jack Farley owns and operates Jesus' Place on E. Uhland Road. Farley, a former SWT faculty member, sells Christian merchandise at his store.

Version of Proverbs 23:7. Some shirts have the same verse printed in Spanish.

“Jesus' name is written on the back and front so people will see Jesus coming and going,” Farley said.

While teaching at SWT, Farley wrote about the future of real estate and was published in *Texas Realtor* five times. When his name finally landed on the cover of the magazine, Farley said he was thrilled.

“But it wasn't for me,” he said of his writing. “It was too much work and I only work hard for God.”

Then the Yankee-Aggie-and-Bobcat-in-one opened an appliance shop called Farley's Fixing Shop. However, Farley closed the business because he had rheumatoid arthritis in his over-

worked hands.

“It was here for four years,” he said. “I really enjoyed it, but it was nothing like Jesus' Place.”

According to the Jesus fanatic, one can become rich by doing God's work better.

“You want to be rich?” Farley asked. “You will be if God dwells in you. Want to be a millionaire? Work your tail off and you can be a millionaire, but that's too much responsibility. People will hound you for it.”

Millionaire seems farfetched for the average college student, and Farley agreed that Bobcats are always broke.

“But what happens when you graduate?” he asked. “You have a degree from one of the best universities in the whole world.”