



Written by [Kelly Holt](#) on August 26, 2022

Texans Learn the Constitution Over Shaved Ice

The summer of 2022 isn't the hottest ever in Texas, but close. In the Lone Star State's panhandle region, a small business owner is turning the high temps to her advantage with her seasonal shaved-ice business — a local favorite — while teaching the U.S. Constitution to customers. Those customers are learning just how little they actually know about the Constitution, and many are upset that they weren't taught such things in school, and that their legislators apparently weren't either.

Pam Davis, owner of Jungle Juice in Dumas, Texas, has successfully provided summer treats in Dumas for three years. But this year, something new is on the menu.



Pam Davis

After a member of The John Birch Society (JBS) introduced her to the popular [The Constitution Is the Solution](#) video series, Davis got upset. She told *The New American*, “I thought I understood being a conservative, but I learned I don't know anything! I can't believe I wasn't taught better than this. We've been going through a mental psy-op all my life!” So, she decided to use her business to teach what she's learning.

The series, produced by the JBS, is a comprehensive video study of the U.S. Constitution. The first video reminds viewers of the astounding American heritage, unique to the United States, and the strong culture based on faith and a Biblical worldview. Subsequent videos instruct viewers on the true meaning and intent of the Constitution's articles and amendments, explaining *why* the Founders said what they said, along with the Bill of Rights, the concept of nullification, the dangers of an Article V Convention, and other important lessons. The video series makes the point that the sovereign states and the people are the ultimate arbiters of authority. The series turns current thinking about the founding documents on its head.

People already know that the federal government is out of control; they just want to know what to do about it. But, before you live the Constitution, you have to know it. That's what Davis is trying to impart. In fact, when she was only three lessons into the six-lesson series, she got the idea to use her limited influence by educating the only audience she had — her customers.

In talking with a friend, Davis said, “You know, summer's coming, and I'll open Jungle Juice again. I can't do much about all the wrong things going on in the country, but I can do this.”

She began a customer-rewards program requiring customers to answer a “constitutional” question from her business Facebook page (with links to the *Constitution Is the Solution* video series for the answers) in order to earn a punch on their rewards cards. Each week, customers see a new question, and if answered correctly at the next visit to Davis' store, they earn a punch. If they acquire enough free punches on their card, customers earn a free shaved ice drink.



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The Jungle Juice season opened on May 28. Most customers don't participate, or just watch the video series long enough to get the answer to the questions.

Nevertheless, the results were sometimes astonishing. At first, when asked for the answer to the week's question, many customers pulled out their smartphones to ask "Siri" on the spot, but were urged by Davis to watch the videos for the answers. When customers don't know the answer, Davis explains how lack of knowledge about the Constitution affects them personally.

"It makes no difference to me if you learn this or not. This is for you, and knowing it may determine whether or not you speak Chinese next year."

Here are some examples of questions posted on Jungle Juice's Facebook page:

- What is constitutional money? Many customers guessed at this one, one wild answer being "Confederate notes." Davis replies, in her no-nonsense way, "The answer is hard currency! Just watch *Gunsmoke*. Miss Kitty is *always* weighing gold at the Long Branch. Or people bite down on a coin to see if it's really gold! It's a no-brainer."
- Does government have boundless power, or are its legitimate functions few and defined?
- How many times does the Constitution mention democracy? Since the season began, only about 20 customers have answered that one correctly.
- What is the Bill of Rights and its purpose?
- Name the three branches of government. Most folks get that. But when it came to answering whether the president can make law, Davis said that many answered "no," but they *do* think he's authorized to make all the executive orders he wants. Technically, maybe, but Davis believes that the examples set by the last five administrations have inured folks to thinking that common usage of executive orders is okay, yet it really amounts to the same thing as making law. Now, they're thinking twice.
- What are your God-given rights and who gave them to you? Believe it or not, some customers got it wrong.
- Can states nullify unconstitutional federal mandates? When asked that, most folks got a deer-in-the-headlights look. Davis shook her head, as she rightly observed, "I gave them the answer in the question."
- How can the government benefit from inflation? When asked, only one customer, a preacher, immediately gave the best answer, "It gives the government more power over the people." Davis knew this particular customer had also prohibited his daughter from receiving the Covid vaccine, and she plans to introduce him to the popular Liberty Pastors Training Camp, which has been covered by TNA.

One customer, who returned with every correct answer, volunteered that he's a former convict. When Davis asked how he knew so much, he explained there's little to do in prison, so he studied the Constitution. Go figure!

Davis says that many customers lament the current state of our country, but now a few more know *why* their legislators are failing.

One teacher told Davis she appreciated her efforts, being slightly ashamed that she didn't know more herself.

And another good report came from a mother and daughter who regularly show up with weekly



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answers. Davis told TNA, “I told them one day that even though I was taught in school and had a Dad who lectured me, I realized I didn’t know anything! So, I wondered, if I didn’t know, the boat is probably full of lots of other people who don’t know.” The mom said about her daughter, “She says she’s learned more about the Constitution from your Facebook quiz questions than she ever learned in school.”

Another young customer claimed to have having binge-watched the entire video series, and came in to answer that week’s question and every previous one correctly.

Before the season ends in mid-October, future questions on the Facebook page will include:

- Is the U.S. membership in the United Nations constitutional?
- Can the president declare war?
- Name legitimate reasons for which Congress can raise money.

Davis uses her Facebook page for only one purpose: this rewards program. Since the season began, her number of followers has increased by about two per week, meaning two more people each week are exposed to the *Constitution Is the Solution* series. Of her total number of followers, about six percent engage in the post.

Perhaps the biggest take away from this story is that Davis found a way to put her new knowledge of the Constitution into action. Realizing she’s just one person, she said, “I can’t do much, but I can do this.” Bible students will recall the Apostle Paul’s words from I Corinthians 3:6: “I have planted, Apollos watered, but God gave the increase.” We think Davis is both planting and watering, but to God be the glory.

For more than 60 years, The John Birch Society has been committed to educating people about issues threatening American liberties. We urge readers to view the *Constitution Is the Solution* video series themselves, and learn more about the JBS at <https://www.jbs.org/>.



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