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A Voice of One Crying in the Wilderness

The Church “Bud Lighted” itself before Anheuser-Busch did

By Brother Joseph Timothy
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It seems year after year, over the last 50+ years, we find *the Church*, The Traditional Catholic Church, looking more and more alien than Christian. More than this, even other “Churches” are moving further and further from anything true and Christian and towards the world with all of her perversions. All of this activity begs the question, when did this all begin?

Now as religious leaders seek more and more to appease the world, they move further and further from God. If we look back for a single event wherein this truly began, I believe we can identify that event. The event is none other than Vatican II, the council of *The Great Apostasy*. At this council we find the Church did something that was never seen before in history, the Church abandoned its foundational base for the sake of winning over a new new “converts”. Then the religious leaders who led this council criticized and mocked those faithful who held to the original traditional teachings and practices of the Church.

There is a name that has come out recently for this event, and that is the “Bud Light” effect. In this article I want to simply explain how the Church had its “Bud Light” moment well before Anheuser-Busch did, and the event wherein that took place was Vatican II council. Worse than that we can see that the Church leaders are continuing in the same “spirit” as the original “Bud Light” event, and this can be seen from other events the “church” hosts, such as; *World Youth Day*, and *The Synod of Synods*.

What does “Bud Lighting yourself” mean exactly?

In April of 2023 the Anheuser-Busch company made a great error. This company began a marketing campaign with an aim to win new customers, however this campaign alienated their original customer base. The original customer base of Anheuser-Busch was generated on the sense of the masculine, country, and traditional family values. This new strategy aimed at appealing to new customers, targeted winning over the sodomite trans-cult which mocks the masculine, ridicules country, and hates on traditional family values.

The marketing campaign by Anheuser-Busch began with the recruitment of a spokes person, a member of the trans-cult movement. This person was hired to star in commercials for one of their beers, “Bud Light”. The commercials this person made were disgusting. Then the marketing manager spoke of this change in an interview and when they did they ridiculed their customer base, calling them “frat house boys” and other such things.

As a result of the campaign and interview there was enough backlash to generate a boycott of the product to commence. The boycott, which has cost the company billions, generated the buzz term of “Bud Lighting” as a way to signify the very things that took place to create the downfall of this company. This “Bud Light” effect is also a full representation of another phrase, “get woke, go broke.”

Steve Turly, among others, touched on this point in a video wherein he does a deeper dive into the mistake, the mind behind it, and the results of such foolish decisions.

[Bud Light COLLAPSES! Anheuser Busch Forced to SELL OFF Beer Brands!!!

<https://www.youtube.com/watch?v=UMUkmJgliDY>

No company, charity, or religious institution can commit such foolish mistakes and think that they will not be harmed by these actions. In the case of the Anheuser-Busch company they lost much and are still experiencing the backlash for their decisions. The result of these losses are a complete restructuring of the Anheuser-Busch company, including the selling off of various parts of the company. These mistakes are costly and could even mean, in some cases, the complete end of a company.

Why do I bring up the “Bud Light” event? What is the connection to the Church?

I mention this “Bud Light” effect because I can see how the Catholic Church leadership did something identical in the 1960’s in the Vatican II council. Prior to the 1960’s there were many problems, but once the council formally adopted the wicked heresies she was fighting prior to the council, the “Bud Light” effect began for the Catholic Church.

The Church saw loss after Vatican II, much of this being witnessed and documented. One of those documented pieces showing the raving of the Church can be seen here;

[What We Have Lost - the Church before & after Vatican II:

<https://www.youtube.com/watch?v=p6Zd2p6LThU&t=3s>

As we can see the “Bud Light” effect was there and many left the Church or were made impotent by her heresy and apostasy. Over the last 50+ years the religious leaders have continued this course of apostasy and wickedness regardless of the losses that have been taking place. But this was not the only time religious leaders detest the faithful in favor of adopting practices which did more harm than good.

So what is behind the Church's "Bud Light" event?

Behind this "Bud Light" event is *The Last Days*. As I mentioned above, the "Bud Light" event is the Second Vatican Council, *The Great Apostasy*. This event is that event which kicks off *The Last Days*. I have touched on this in my articles covering the "*SPECIAL REPORT: The Great Falling Away: Research Shows American Churches in Decline and WHY*."

[*SPECIAL REPORT: The Great Falling Away: Research Shows American Churches in Decline and WHY*:
<https://brotherjt.wordpress.com/2023/08/24/great-falling-american-churches-in-decline/>]

And although corruption is nothing new and has happened in the past, it is a type of what is to come. There in the time of Christ we see the religious leaders committing the same errors of those religious leaders we have today. The Lord Jesus Christ confronted those religious leaders and condemned them. Those condemnations ring true today, they are as follows:

*"...: the scribes and the Pharisees have sitten on the chair of Moses.
All things therefore whatsoever they shall say to you, observe and do: but according to their works do ye not; for they say, and do not.
For they bind heavy and insupportable burdens, and lay them on men's shoulders; but with a finger of their own they will not move them.
And all of their works they do for to be seen of men. For they make their phylacteries broad, and enlarge their fringes.
And they love the first place at feasts, and the first chairs in the synagogues,
And salutations in the market place, and to be called by men, Rabbi.
But be not you called Rabbi. For one is your master; and all you are brethren.
And call none your father upon earth; for one is your father, who is in heaven.
Neither be ye called masters; or one is you master, Christ.
He that is the greatest among you shall be your servant.
And whosoever shall exalt himself shall be humbled: and he that shall humble himself shall be exalted.
But Woe to you scribes and Pharisees, hypocrites; because you shut the kingdom of heaven against men, for you yourselves do not enter in; and those that are going in, you suffer not to enter.
But Woe to you scribes and Pharisees, hypocrites; because you devour the houses of widows, praying long prayers. For this you shall receive the greater judgment.
Woe to you scribes and Pharisees, hypocrites; because you go round about the sea and the land to make on proselyte; and when he is made, you make him the child of hell two fold more than yourselves.
Woe to you blind guides, that say, Whosoever shall swear by the temple, it is nothing; but he that shall swear by the gold of the temple, is a debtor.
Ye blind: for whether is greater, the gift, or the altar that sanctifieth the gift?
He therefore that sweareth by the altar, sweareth by it, and by all things that are upon it:
And whosoever shall sweareth by the altar, sweareth by it, and by all things that are upon it:
And whosoever shall swear by the temple, sweareth by it, and by him that dwelleth in it:
And he that sweareth by heave, sweareth by the throne of God, and by him that sitteth thereon.
Woe to you scribes and Pharisees, hypocrites; because you tithe mint, and anise, and cummin, and have left the weightier things of the law; judgment, and mercy, and faith. These things you ought to have done, and not to leave those undone.*

*Blind guides, who strain out a gnat, and swallow a camel.
Woe to you scribes and Pharisees, hypocrites; because you make clean outside of the cup and of the dish, but within you are full of rapine and uncleanness.
Thou blind Pharisee, first make clean the inside of the cup and of the dish, that the outside may become clean.
Woe to you scribes and Pharisees, hypocrites; because you are like white sepulchres, which outwardly appear to men beautiful, but within are full of dead men's bones, and of all filthiness.
So you also outwardly indeed appear to men just; but inwardly you are full of hypocrisy and iniquity.
Woe to you scribes and Pharisees, hypocrites; that build the sepulchres of the prophets, and adorn the monuments of the just,
And say: If we had been in the days of our Fathers, we would not have been partakers with them in the blood of the prophets.
Wherefore you are witnesses against yourself, that you are the sons of them that killed the prophets.
Fill ye up then the measure of your fathers.
You serpents, generation of vipers, how will you flee from the judgment of hell?
Therefore behold I send to you prophets, and wise men, and scribes: some of them you will put to death and crucify, and some you will scourge in your synagogues, and persecute from city to city:
That upon you may come all the just blood of Zacharias the son of Barachias, whom you killed between the temple and the altar.
Amen I say to you, all of these things shall come upon this generation.
Jerusalem, Jerusalem, thou that killest the prophet, and stonest them that are sent unto thee, how often would I have gathered together thy children, as the hen doth gather her chickens under her wings, and thou wouldest not?
Behold, your house shall be left to you, desolate.
For I say to you, you shall not see me henceforth till you say: Blessed is he that cometh in the name of the Lord.”
- Matthew 23:2-39*

This is a great description of what our religious leaders are today, they have placed man at the center of everything, they have placed themselves as a god in the church and in the life of the faithful, they take the lead and when they do they lead God's people astray, they condemn the innocent and praise the wicked, they pursue the loyalty of people by changing the practices of the church to suit their needs while condemning those who remain true and faithful to God, and the list goes on and on.

While religious leaders continue to lead God's faithful astray as a Judas in our midst, let us aspire to remaining faithful to God's call. Praise God if you have one of those few who have a good faithful religious leader. And if you do not, take hold of the cross, prepare yourself for suffering and maybe even death, and bless the Lord knowing that he will come to you, and placing you under His wing, will give you the grace you need to endure until the end.

The Grace of the Lord be with you.