teachings about so many areas of life are. The Jewish child is taught a value system and sees the practice of it by his parents. Moving from the theoretical to a personal model, the values are reinforcingly consistent. Research has shown that exactly the opposite happens among groups or individuals with high alcoholism experience. Conflicting attitudes toward drinking, or being taught one thing and seeing another in practice, results in strong feelings of ambivalence. When individual drinkers don't know what is expected, or when expectations differ in various settings, the result is ambivalence. "Thus ambivalence is the psychological product of unintegrated drinking custom." 35

... the record shows that attitudes of moderation and control can be effectively transmitted by parents to their children and, through them, to succeeding generations, so that this comes to be the consistent and traditional form of behavior for all members of the group. 36

Family solidarity and reverence for moderation are the intertwined systems of social-psychological control which transmit the values we have discussed.

CONCLUSION

What can be learned from this survey that can be applied to non-Jews? Specifically, what can Christian clergymen learn that will help them minister to the alcoholic and prevent or reduce the occurrence of alcoholism?

It is obvious there is a great deal of ambivalence—the first lesson to be learned—among Christian people about the use of alcohol. While some Christians use wine ritually in worship, others do not. This represents ambivalence within the Christian community—attributable, perhaps, to the Puritan ethic.

To understand the force of this ambivalence about drinking, it is necessary to see how deep rooted it is in American Culture, having its origin in the Puritan ethic. The Puritans, who came to America in order to practice their own religion, condemned as evil all things bringing pleasure to the senses... The Puritanical ideal was superimposed upon the Anglo-Saxon cultural attitudes (as a whole characterized by heavy alcohol use) of other settlers in America, and produced a great conflict in values. This ambivalence, with resulting pressure on the individual, was increased later by the gradual destruction of old cultural barriers coupled with an increase in communication of ideas and attitudes. 37

"The Puritan ethic of conscious control of will, personal sin, and responsibility allows no deviant behavior. Hence a problem with alcohol results in the individual's rejection and separation from the social group." 38 Once ostracized, an individual is further propelled into un-

35 Ibid., p. 50.
37 Chafetz and Demone, Alcoholism in Society, pp. 25-27.
38 Ibid., pp. 27-8