

## Letters to the Editor

injections of staphylococcus toxoid given at intervals of from five to seven days will rapidly provoke an increased amount of circulating staphylococcus antitoxin both in experimental animals and in man. The content of staphylococcus antitoxin in any serum may easily be estimated by titrating its anti-hæmolytic power against a staphylococcus of known hæmolytic unit, using as an indicator a 1 per cent. suspension of "packed" rabbit erythrocytes in a physiological solution of sodium chloride. Twenty-eight patients suffering from intractable persistent or recurrent staphylococcal infection, including sixteen severe cases of boils, received a series of injections of a toxoid prepared from several strains selected for their high toxigenicity. Alleviation, and then apparent cure, of their infections occurred soon after the commencement of the treatment in each case and could be correlated with an increased titre of circulating antitoxin.

ANGUS A. CAMPBELL.

## LETTERS TO THE EDITOR

TO THE EDITOR,

*The Journal of Laryngology and Otology.*

DEAR SIR,—In his article entitled "Malignant Diseases of the Bronchus" (*The Journal of Laryngology and Otology*, 1933, XLVIII., 733), Mr. F. C. Ormerod stated that "The bronchial mucous membrane consists of a single layer of ciliated columnar cells supported by a layer, one or two cells deep, of smaller ovoid cells." "It is suggested," further wrote Mr. Ormerod, "that the different types of carcinoma arise from the layer of small ovoid cells."

Carcinoma originating primarily in the lungs was traced, up to recent years, to three different sources: 1. The ciliated columnar epithelium of the bronchial mucosa. 2. The bronchial mucous glands. 3. The cells lining the wall of the air sacs.

The subject was investigated by me clinically and experimentally and reported in some detail in 1929, and again in my monograph on *Primary Carcinoma of the Lungs* (Baillière, Tindall & Cox, London, 1932) in which my findings were summarised (p. 46) as follows:

1. Carcinoma originating primarily in the lungs is bronchiogenic.
2. There is evidence that when the disease is found in the lungs it results from a pathological (excessive) regeneration following chronic inflammation of the bronchial tree.
3. Of the three varieties of cells lining the bronchial mucosa, that is, the ciliated columnar epithelium, the goblet cells and the

## Letters to the Editor

“basal” cells (the small ovoid cells spoken of by Mr. Ormerod), only the last are concerned in the process of regeneration of the bronchial mucous membrane. It is assumed, therefore, that these cells likewise serve as a sole matrix for primary bronchiogenic tumours.

Thus the “suggestion” made by Mr. Ormerod in his recent article concerning the histogenesis of bronchiogenic carcinoma was arrived at and reported on several years ago.

Respectfully yours,

B. M. FRIED.

1049 Park Avenue, New York.

January 10th, 1934.

TO THE EDITOR,

*The Journal of Laryngology and Otology.*

### SALESMANSHIP.

SIR,—May I suggest that otologists should be very careful about advising their patients to purchase expensive electrical aids to hearing from any firm which does not allow the patient to have a fortnight or three weeks' home trial of the apparatus before purchasing? Such patients would of course be quite willing to pay a guinea for a home trial, this sum to be deducted from the price of the instrument if they decide to buy it.

I recently heard that one firm did not permit patients to have such a trial because they held that deafness was an infectious disease which might be transmitted from one person to another. I take it, however, that they allow a trial of the instrument in their own establishment and this, according to their ideas, should infect the instrument with deafness.

Electrical aids are far from perfect as yet but, as there are several firms which are prepared to give an extended home trial, there is no reason why otologists should encourage “salesmanship” of the kind indicated above. (See *B.M.J.*, February 10th, 1934, p. 251. Salesmanship is there defined as “the faculty whereby one person induces another to buy something he does not want”.)

J. S. FRASER.

50 Melville Street,

Edinburgh.

February 10th, 1934.