

## 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”.)

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