TABLE
CULTURE RESULTS OF RECTAL PROBES

Rectal Probe	Probe Tip	Area of Probe Covered by Disposable Sheath	Probe Handle
#1	No growth	***Clostridium*** species	No growth
#2	Anaerobes*	No growth	Anaerobes*
#3	***No growth***	***No*** growth	Bacteroides species
#4	***Bacteroides*** species	*Peptostreptococcus*, *Clostridium* species	Anaerobes*

*Anaerobes that were not further identified.

additional cases of **C** ***diffile***-associated diarrhea were diagnosed after this was instituted. This suggested the potential role of rectal probe in person-to-person transfer of enteric pathogens and supports the suggestion of Brooks and colleagues that the rectal route may be important in the transmission of ***C difficile.***

REFERENCES

1. Brooks SE, Veal RD, Kramer M, Dore L, Schupf N, Adachi M. Reduction in the incidence of ***Clostridium*** *difficile*-associated diarrhea in an acute care hospital and a skilled nursing facility following replacement of electronic thermometers with single-use disposables. ***Infect Control Hosp Epidemiol.*** 1992;13:98-103.

Kwan Kew Lai, MD
University of Massachusetts
Worcester, Massachusetts

Misleading Advertising?

To The Editor:

Purchasing advertising space in a reputable publication is one marketing strategy used by companies to promote the company and its products or systems.

Today, in publications pertaining to infection control, many advertisements are for protective apparel to be worn by healthcare providers or to show protective apparel being worn. Infection control practitioners expend considerable time and energy in promoting the appropriate use of protective apparel.

The back cover of the June 1992 issue of ***Infection Control and Hospital Epidemiology*** shows two individuals wearing a protective mask around the neck. Healthcare workers are instructed that when a mask is required it is "put on immediately before and removed upon completion of the task."

The content of any advertising layout for a publication should be reviewed by both the company and the publication's editorial board to ensure the layout is visually approriate and does not, as in this case, condone inappropriate behavior.

Ann Beaufoy, RN, CIC
St. Paul's Hospital
Vancouver, British Columbia

The advertiser replies.

Sherwood Medical has the greatest respect for infection control practitioners.

Our Value Added Training@ program, "Protecting Against Bloodborne Pathogens," was designed to assist healthcare facilities in meeting the training requirements of the Occupational Safety and Health Administration bloodborne pathogens standard.

We are fully aware that the standard states, "all personal protective equipment shall be removed prior to leaving the work area." Our ad on the back cover of the June 1992 issue of ***Infection Control and Hospital Epidemiology*** simply depicted a cross-section of healthcare workers. The workers were not in a "work area" or even in a hospital setting. However, if any infection control practitioners felt we were condoning inappropriate behavior by showing a protective mask around the necks of two individuals, we apologize.

We recognize the importance of education and the effect of visual images. We take great care to promote the appropriate use of protective apparel in all our adds depicting work areas in a healthcare environment.

Mike Zuke
Sherwood Medical
St. Louis, Missouri

https://doi.org/10.1017/S0899823X0008939X Published online by Cambridge University Press