

Letters (Continued from page 6.)

the expense of extracting them from nature generates a true scrap value that provides the economic basis for recycling.

Gregory L. Crawford
Steel Recycling Institute

H.Y. Sohn replies:

I agree with G.L. Crawford that the increasingly successful recycling of ferrous materials should be recognized and applauded. Similarly, much progress is being made in the recycling of other metals such as copper, lead, zinc, and those contained in catalysts. As put forward in my subject article, recycling is an effective method of minimizing waste and energy consumption. Although I used aluminum as an example, I also listed in the article several references (72, 73, 80–85) in which the status of recycling efforts with respect to other metals can be found.

STEEL WEIGHS IN, PART II

Dear James:

Your May 1997 IN THE FINAL ANALYSIS of the aluminum versus titanium issue was not quite final. While the aluminum industry



may have captured the beverage can arena, they have yet to make a "dent" in food packaging. More than 90% of today's canned food products are packaged in steel, due to the many attributes of the metal—light-

weight, tamper-resistant, cost-effective, and recyclable.

The steel industry recently debuted a \$100 million image campaign to help consumers understand that steel is alive and well and is helping to shape our future. Under the theme of "The New Steel. Feel the Strength," this campaign will help consumers recognize the many attributes of steel, including strength, versatility, and

recyclability.

It is these attributes that will help the industry maintain its role as the material of choice, not only for the manufacturing industry, but ultimately for consumers.

William M. Heenan, Jr.
Steel Recycling Institute

You're right. As someone who is slavishly devoted to curbside recycling, I am well aware that my Green Giant cans are steel and my all-too-many Diet Coke cans are aluminum. Next time, I'll package my words more carefully.

A COMPLIMENT AND A CORRECTION

Mr. Robinson,

I would like to commend you on the outstanding quality of the May and June 1997 issues of JOM. JOM has been very good for a long time; the last year has been the best, and the last two issues have been among the best of the best. The addition of color has been well done—in fact, all issues should be done this way, but I understand that the funds are not available. Needless to say, please keep up the great work.

One additional comment I have concerns the first story on page 8 [NEWS & UPDATE: "Coca-Cola Utilizes Manufacturing Technology to Develop New Beverage Cans"]. The last paragraph references "Stahl," but that is it. I believe you are referring to Jack Stahl, president of the Coca-Cola Company. I know this because I am an engineer for American National Can, and I work on both of the projects listed. Nice work on the story.

Cory Padfield
American National Can

Thanks for the kind comments. We, too, enjoy publishing as much color as possible, but color is, unfortunately, quite costly and is subject to the journal receiving a certain level of advertising support each month. With regard to the story on can forming, you're right; we did mean Jack Stahl, president of Coca-Cola Company. Indeed, we identified him as such in the initial version of the story and then inadvertently cut out the attribution during

some last-minute copy editing. Thanks for reminding us to set the record straight.

OUR EDITORIAL PHILOSOPHY

Dear Mr. Robinson,

I want to forward my comments about the new format for JOM. I think the color format is great, and the content of the journal has been very good in the past couple of years. I have particularly enjoyed the series on patents, the education-related articles, and F.H. Froes' article "Is the Use of Advanced Materials in Sports Equipment Unethical" [February 1997, pages 15–19].

I know JOM is supposed to be a technical digest for professionals, but these types of articles are important for engineers and members of TMS who may not be as interested in the more esoteric "scientific" contributions. I think there is a very good mix of topics presented, even though my bias is toward automotive materials. I think that the materials community has the best technical magazines in JOM and Advanced Materials & Processes—each month, no other periodicals cover the field in as much detail, with as much scope, and without all of the annoying advertisements from software companies trying to schlock their wares.

Keep up the excellent work.

Toby V. Padfield
Autokinetics Inc.

I'm delighted that you enjoy what we are trying to accomplish; each issue is certainly the result of considerable effort by many talented and dedicated people—volunteer participants and professional staff alike. By the way, to keep the color coming, I wouldn't mind if a few more companies, software and otherwise, would schlock a few more of their wares on our pages.

CORRECTION

In the May 1997 article "The Direct Metal Deposition of H13 Tool Steel for 3-D Components," which appears on pages 55–60, D. Hetzner's first name is Dennis, not Daniel.

Upcoming Editorial Topics

To submit an abstract or original idea, contact the editorial office at JOM, 420 Commonwealth Drive, Warrendale, Pennsylvania 15086 or visit TMS OnLine at <http://www.tms.org/pubs/journals/JOM/abstract-author.html>

	Process-Oriented Topics	Materials-Oriented Topics	Manuscripts Due	Advertising Due
December 1997	Recent Developments in Electrometallurgy	Multicomponent Phase Diagrams	September 3, 1997	October 1, 1997
January 1998	Emerging Materials Technologies: Looking to the Next Millennium		October 1, 1997	November 28, 1997
February 1998	Developments in the Primary Aluminum Industry PLUS: JOM-e: The Application of Electromagnetic Fields in Solidification Processing	Progress in the Engineering of Grain Boundaries	November 3, 1997	December 29, 1997
March 1998	Advances in Melting Technology for High-Temperature Alloys	High-Temperature Behavior of Selected Refractory Metals	December 1, 1997	January 28, 1998
April 1998	1997 Review of Extraction and Processing (including precious metals, lead, and zinc)	The Economic Viability of Materials and Manufacturing Technology	January 1, 1998	February 27, 1998
May 1998	Developments in the Primary Aluminum Industry PLUS: JOM-e: Powder Metallurgy Net-Shape Manufacturing	The Production and Application of Alkaline-Earth Metals	February 2, 1998	March 27, 1998