



BEVERLY J. EVANS

Beverly J. Evans is home economics director of Wear-Ever Aluminum, Inc., a leading manufacturer of cookware, bakeware, and specialty electric kitchen appliances. In 1981, Ms. Evans will celebrate her 27th year with the company.

As home economics director, Ms. Evans' responsibilities are numerous and far reaching.

She works closely with the new product committee and engineering staff on the development and testing of new products. She guides and advises research, marketing and public relations personnel on product performance. She is also responsible for product support and consumer education materials, and supervises the styling of foods for photographs used in sales promotion, packaging and catalogs.

Also under her administrative supervision are Wear-Ever's test kitchens, where her staff tests new products under development, monitors product reliability and develops recipes and demonstrations for each product line.



As director of home economics, Beverly Evans works closely with Wear-Ever's design and engineering staff. Here she discusses the design features of Wear-Ever's improved Popcorn Pumper.