

SCHEDULE 14A
INFORMATION REQUIRED IN PROXY STATEMENT

SCHEDULE 14A INFORMATION

Proxy Statement Pursuant to Section 14(a) of the Securities Exchange
Act of 1934 (Amendment No.)

Filed by the Registrant X
Filed by a party other than the Registrant _____

Check the appropriate box:

Preliminary Proxy Statement
 Confidential, for Use of the Commission Only (as permitted by
Rule 14a-6(e)(2))
 Definitive Proxy Statement
 Definitive Additional Materials
 Soliciting Material Pursuant to Section 240.14a-11(c) or Section
240.14a-12

NEWELL CO.

(Name of Registrant as Specified in Its Charter)

(Name of Person(s) Filing Proxy Statement,
if other than Registrant)

Payment of Filing Fee (Check the appropriate box):

No fee required.
 Fee computed on table below per Exchange Act Rules 14a-6(i)(1)
and 0-11.
(1) Title of each class of securities to which transaction
applies: _____
(2) Aggregate number of securities to which transaction applies: _____
(3) Per unit price or other underlying value of transaction
computed pursuant to Exchange Act Rule 0-11 (Set forth the
amount on which the filing fee is calculated and state how
it was determined): _____
(4) Proposed maximum aggregate value of transaction: _____
(5) Total fee paid: _____

Fee paid previously with preliminary materials.
 Check box if any part of the fee is offset as provided by
Exchange Act Rule 0-11(a)(2) and identify the filing for which
the offsetting fee was paid previously. Identify the previous
filing by registration statement number, or the Form or Schedule
and the date of its filing.
(1) Amount Previously Paid: _____
(2) Form, Schedule or Registration Statement: _____
(3) Filing Party: _____
(4) Date Filed: _____

2

[LOGO]

NOTICE OF ANNUAL MEETING OF STOCKHOLDERS

To Be Held May 7, 1997

To the Stockholders of NEWELL CO.:

The Annual Meeting of Stockholders of NEWELL CO. will be
held on Wednesday, May 7, 1997 at 10:00 A.M., Central Daylight

Savings Time, at The Northern Trust Company, Chicago, Illinois, for the following purposes:

1. To elect four directors of the Company to serve for a term of three years;
2. To consider and vote upon the ratification of the appointment of Arthur Andersen L.L.P. as the Company's independent accountants for the year 1997; and
3. To transact such other business as may properly come before the Annual Meeting and any adjournment or postponement thereof.

Stockholders of record at the close of business on March 10, 1997 are entitled to notice of and to vote at the Annual Meeting or any adjournment or postponement thereof.

Newell Co.'s Annual Report for the year 1996 is enclosed for your convenience.

Please sign and date the enclosed proxy card and return it promptly in the accompanying envelope (no postage required if mailed in the United States) to ensure that your shares will be represented at the Annual Meeting. If you attend the Annual Meeting, you may vote your shares in person even if you have previously submitted a proxy.

By Order of the Board of Directors,

/s/ Richard H. Wolff

RICHARD H. WOLFF
Secretary

March 13, 1997

3

NEWELL CO.
Newell Center
29 East Stephenson Street
Freeport, Illinois 61032

PROXY STATEMENT FOR ANNUAL MEETING OF
STOCKHOLDERS TO BE HELD ON MAY 7, 1997

This proxy statement and the accompanying proxy card are being furnished in connection with the solicitation of proxies by the Board of Directors of NEWELL CO., a Delaware corporation (the "Company"), from holders of the Company's outstanding shares of Common Stock, par value \$1.00 per share (the "Common Stock"), for the Annual Meeting of Stockholders to be held on Wednesday, May 7, 1997 for the purposes set forth in the accompanying notice (the "Annual Meeting"). The Company will bear the costs of soliciting proxies from its stockholders. In addition to soliciting proxies by mail, directors, officers and employees of the Company, without receiving additional compensation therefor, may solicit proxies by telephone, by telegram or in person. Arrangements also will be made with brokerage firms and other custodians, nominees and fiduciaries to forward solicitation materials to the beneficial owners of Common Stock held of record by such persons, and the Company will reimburse such brokerage firms, custodians, nominees and fiduciaries for reasonable out-of-pocket expenses incurred by them in connection therewith. The Company has engaged Morrow & Co. to assist in the solicitation of proxies in connection with the Annual Meeting and has agreed to pay such firm \$8,000, plus out-of-pocket costs and expenses.

This proxy statement is first being mailed to stockholders of the Company on or about March 13, 1997.

VOTING AT THE MEETING

At the close of business on March 10, 1997, the record date for determining stockholders entitled to notice of and to vote at the Annual Meeting (the "Record Date"), there were outstanding and entitled to vote 158,983,365 shares of Common Stock. All of the outstanding shares of Common Stock are entitled to vote on all matters which properly come before the Annual Meeting, and each stockholder will be entitled to one vote for each share of Common Stock held.

Each proxy that is properly signed and received prior to the Annual Meeting will, unless revoked, be voted in accordance with the instructions on such proxy. If no instruction is indicated, the shares will be voted FOR the election of the four nominees for director listed in this proxy statement and FOR ratification of the appointment of Arthur Andersen L.L.P. A stockholder who has given a proxy may revoke such proxy at any time before it is voted at the Annual Meeting by delivering a written notice of

4

revocation or a duly executed proxy bearing a later date to the Secretary of the Company or by attending the meeting and voting in person.

A quorum of stockholders is necessary to take action at the Annual Meeting. A majority of the outstanding shares of Common Stock of the Company, represented in person or by proxy, will constitute a quorum. Votes cast by proxy or in person at the Annual Meeting will be tabulated by the inspectors of election appointed for the Annual Meeting. The inspectors of election will determine whether or not a quorum is present at the Annual Meeting. Under certain circumstances, a broker or other nominee may have discretionary authority to vote certain shares of Common Stock if instructions have not been received from the beneficial owner or other person entitled to vote. The inspectors of election will treat directions to withhold authority, abstentions and broker non-votes (which occur when a broker or other nominee holding shares for a beneficial owner does not vote on a particular proposal, because such broker or other nominee does not have discretionary voting power with respect to that item and has not received instructions from the beneficial owner) as present and entitled to vote for purposes of determining the presence of a quorum for the transaction of business at the Annual Meeting. Directions to withhold authority will have no effect on the election of directors, because directors are elected by a plurality of votes cast. Broker non-votes are not counted in the vote totals and will have no effect on any proposal scheduled for consideration at the Annual Meeting, because they are not considered votes cast. For purposes of determining stockholder approval, abstentions will be treated as shares of Common Stock voted against ratification of the appointment of Arthur Andersen L.L.P. as independent accountants for the year 1997.

The four nominees for director who receive the greatest number of votes cast in person or by proxy at the Annual Meeting shall be elected directors of the Company. The vote required for ratification of the appointment of Arthur Andersen L.L.P. as independent accountants for the year 1997 is the affirmative vote of a majority of the shares of Common Stock present in person or represented by proxy at the Annual Meeting.

PROPOSAL 1 - ELECTION OF DIRECTORS

The Company's Board of Directors is currently composed of

eleven directors who are divided into three classes. One class is elected each year for a three-year term. At the Annual Meeting, Gary H. Driggs, Robert L. Katz, John J. McDonough and William P. Sovey, will be nominated to serve in Class I until the Annual Meeting of Stockholders to be held in 2000 and until their successors have been duly elected and qualified. Proxies will be voted, unless otherwise indicated, for the election of the four nominees for director. Proxies will be voted in a discretionary

5

manner should any nominee be unable to serve. All of the nominees are currently serving as directors of the Company.

The dates shown for service as a director of the Company include service as a director of the predecessor of the Company prior to July 1987. The nominees, and certain information about them and the directors serving in Class II and Class III whose terms expire in future years, are set forth below. Please note that Daniel C. Ferguson and Thomas A. Ferguson, Jr. are not related.

NAME AND BACKGROUND -----	Director Since -----
------------------------------	----------------------------

NOMINEES FOR CLASS I DIRECTORS FOR TERM EXPIRING IN 2000

<p>Gary H. Driggs, age 62, has been Chairman of Camelback Investment and Management Co. (an investment management firm) and Camelback Hotel Corporation (a hotel management firm) since August 1989. Dr. Driggs has also been Chairman of Covid, Inc. (an electronic product manufacturing company) since July 1993. He was President and Chief Executive Officer of Western Savings and Loan Association ("WS&L") (a saving and loan association) from 1973 through 1988 and was a Director from 1981 through 1989(1)</p>	1982
--	------

<p>Robert L. Katz, age 71, has been President of Robert L. Katz & Associates (consultants in corporate strategy) for more than five years. For sixteen years Dr. Katz taught Business Policy and Organizational Behavior at the Stanford, Harvard and Dartmouth Graduate Schools of Business. He is also a Director of HON Industries Inc. (an office furniture manufacturing company)</p>	1975
--	------

6

NAME AND BACKGROUND -----	Director Since -----
------------------------------	----------------------------

<p>John J. McDonough, age 60, has been Chairman of Softnet Systems, Inc. (an electronic information and document management systems company) since July 1995, and Chief Executive Officer since September 1996. Mr. McDonough has also been President and Chief Executive Officer of McDonough Capital Company LLC (an investment management company) since April 1995. Prior thereto, he was Vice Chairman and a Director of Dentsply International Inc. (a manufacturer and distributor of dental and medical x-ray equipment and other dental products) from 1983 through October 1995, and was Chief Executive Officer from April 1983 through February</p>	
---	--

1995. He was Senior Vice President-Finance of the Company from March 1981 through June 1983. He is also a Director of AMRESKO, Inc. (an asset management, commercial mortgage banking and investment company), Applied Power, Inc. (a manufacturer and distributor of tools, equipment, systems and consumable items to the OEM industry), Lunar Corporation (a manufacturer and marketer of bone densitometers) and Plexus Corporation (a designer, manufacturer and tester of electronic products). 1992

William P. Sovey, age 63, has been Vice Chairman and Chief Executive Officer of the Company since May 1992. Mr. Sovey was President and Chief Operating Officer of the Company from January 1986 through May 1992. He was President and Chief Operating Officer of AMF Inc. (an industrial and consumer leisure products concern) from March 1982 through July 1985, and Executive Vice President from August 1979 through March 1982. He is also a Director of Acme Metals Incorporated (a fully integrated producer of steel and steel products) and TECO Energy Incorporated (an energy production and distribution company) 1986

CLASS II DIRECTORS CONTINUING IN OFFICE -- TERM EXPIRING IN 1998

Thomas A. Ferguson, Jr., age 49, has been President and Chief Operating Officer of the Company since May 1992. Prior thereto, Mr. Ferguson was President-Operating Companies of the Company from January 1989 through May 1992. He was Vice President-Controller of the Company from February 1988 through December 1988. 1992

7

NAME AND BACKGROUND	Director Since -----
---------------------	----------------------------

Allan P. Newell, age 51, has been a private investor for more than five years	1982
---	------

Elizabeth Cuthbert Millett, age 40, has been the owner and operator of Plum Creek Ranch, located in Newcastle, Wyoming (a commercial cattle production company) for more than five years	1995
--	------

Cynthia A. Montgomery, age 44, has been a Professor of Business Administration at the Harvard University Graduate School of Business since 1989. Prior thereto, Professor Montgomery was a Professor at the Kellogg School of Management at Northwestern University from 1985 to 1989. She is also a Director of UNUM Corporation (an insurance company) and 24 mutual funds managed by Merrill Lynch & Co.	1995
---	------

CLASS III DIRECTORS CONTINUING IN OFFICE -- TERM EXPIRING IN 1999

Alton F. Doody, age 62, has been President and Chief Executive Officer of The Alton F. Doody Co. (a marketing consulting company) since 1984 . . .	1976
--	------

Daniel C. Ferguson, age 69, has been Chairman of the Board of the Company since May 1992. Mr. Ferguson was Chief Executive Officer of the Company

(1) Dr. Driggs resigned as President and Chief Executive Officer of WS&L in December 1988 and as a Director in March 1989. Later in 1989, WS&L was declared insolvent and taken over by the Federal Deposit Insurance Corporation. In 1995, Dr. Driggs settled civil actions alleging conspiracy, fraud and other acts relating to the insolvency for an aggregate amount of \$650,000 and agreed not to affiliate with an insured depository institution without prior approval. He also pled guilty to two felony counts relating to omissions in regulatory filings and was fined \$10,000, placed on probation and required to perform community service. Dr. Driggs cooperated in the investigation of this matter.

Henry B. Pearsall, age 62, was Chairman of the Board of Sanford Corporation (an office supplies manufacturer acquired by the Company in February 1992) from January 1988 through his retirement in November 1994, and was Chief Executive Officer from January 1988 through February 1992. He is a Director of Ariel Capital Management, Inc. (an investment management company) and Oak Park River Forest Bancshares Inc. (a bank holding company) . . . 1992

INFORMATION REGARDING BOARD OF DIRECTORS AND COMMITTEES

The Company's Board of Directors held four meetings during 1996. The Board of Directors has an Audit Committee and an Executive Compensation Committee, and the Board as a whole operates as a committee to nominate directors.

The Audit Committee, whose chairman is Dr. Katz and whose other current members are Dr. Driggs and Messrs. McDonough and Newell, met two times in 1996. The committee's duties are to (1) review with management and the independent accountants the Company's accounting policies and practices and the adequacy of internal controls; (2) review the scope and results of the annual examination performed by the independent accountants; and (3) make recommendations to the Board of Directors regarding the appointment of the independent accountants and approval of the services performed by the independent accountants, and fees related thereto.

The Executive Compensation Committee (the "Compensation Committee"), whose chairman is Mr. D. Ferguson and whose other current members are Mr. McDonough and Dr. Katz, met four times in 1996. This committee is responsible for establishing the Company's executive officer compensation policies and for administration of such policies. SEE "Executive Compensation-Executive Compensation Committee Report on Executive Compensation."

The Board of Directors, acting as a nominating committee, will consider candidates for director recommended by stockholders. A stockholder who wishes to submit a candidate for consideration at the Annual Meeting of Stockholders to be held in 1998 must notify the Secretary of the Company in writing no later than February 6, 1998. The stockholder's written notice must include information about each proposed nominee, including name, age, business address, principal occupation, shares beneficially owned and other information required in proxy solicitations. The nomination notice must also include the nominating stockholder's name and address and the number of shares of the Common Stock beneficially owned by the stockholder. The stockholder must also

furnish a statement from the candidate indicating that the candidate wishes and is able to serve as a director. These procedures, and a statement that the stockholder intends to make the nomination, are prerequisites under the Company's Restated Certificate of Incorporation to a stockholder nominating a candidate at the meeting.

9

COMPENSATION OF DIRECTORS

During 1996, directors of the Company who are not also employees were paid a retainer (\$20,000 per annum) plus a \$1,000 fee for each Board meeting attended and a \$1,000 fee for each committee meeting attended. Under the terms of the Newell Co. 1993 Stock Option Plan (the "1993 Option Plan"), each director of the Company is automatically granted options to purchase 5,000 shares of Common Stock every five years. All options are granted at the market value of the Common Stock on the date of the grant and become exercisable in annual cumulative installments of 20%, commencing one year from the date of grant, with full vesting occurring on the fifth anniversary date of the date of grant.

The Company has a consulting agreement with Dr. Katz which provides that the Company will pay Dr. Katz \$5,000 per month for corporate strategy consulting services plus travel expenses and other reasonable out-of-pocket costs incurred on the Company's behalf. Unless canceled prior to 90 days before its expiration, the consulting agreement is automatically renewed each year. Dr. Katz received a consulting fee of \$60,000 in 1996.

EXECUTIVE COMPENSATION

SUMMARY

The following table summarizes all compensation for services to the Company and its subsidiaries for the fiscal years ended December 31, 1996, 1995 and 1994 earned by or awarded or paid to the persons who were the chief executive officer and the five other most highly compensated executive officers of the Company (the "Named Officers") during 1996.

10

SUMMARY COMPENSATION TABLE

Name and Principal Position	Year	Annual Compensation			Long-Term Compensation	All Other Compensation (\$)(2)
		Salary (\$)	Bonus (\$)	Other Annual Compensation (\$)(1)	Awards Securities Underlying Options (#)	
William P. Sovey, Vice Chairman and Chief Executive Officer	1996	\$700,000	\$573,300	\$10,214	35,000	\$4,750
	1995	650,000	526,500	8,818	0	4,620
	1994	600,000	496,800	12,011	0	4,620
Thomas A. Ferguson, Jr., President and Chief Operating Officer	1996	525,000	429,975	10,552	3,000	4,750
	1995	490,000	396,900	10,878	7,500	4,620
	1994	440,000	364,320	11,745	11,000	4,620
Donald L. Krause, Senior Vice President - Corporate Controller	1996	324,000	265,356	12,139	5,500	4,750
	1995	310,000	251,100	10,022	1,000	4,620
	1994	295,000	244,260	11,293	3,000	4,620
William T. Alldredge, Vice President - Finance	1996	315,000	257,985	8,117	1,000	4,750
	1995	300,000	243,000	8,445	1,000	4,620
	1994	285,000	235,980	12,350	7,000	4,620
William J. Denton, Group President	1996	315,000	309,015	11,016	3,000	4,750
	1995	285,000	278,303	12,367	7,500	4,620
	1994	248,000	236,939	12,117	7,000	4,620
Richard C. Dell, Group President	1996	315,000	199,805	9,931	2,000	4,750
	1995	285,000	110,837	9,533	7,000	4,620
	1994	245,000	143,227	11,335	2,000	4,620

- (1) The amounts shown for 1996 include costs to the Company for expenses associated with use of Company cars as follows: Mr. Sovey, \$8,814; Mr. T. Ferguson, \$8,872; Mr. Krause, \$10,699; Mr. Alldredge, \$6,997; Mr. Denton, \$8,876; and Mr. Dell, \$8,811.
- (2) The compensation reported represents Company matching contributions to the Newell Co. Long-Term Savings and Investment Plan (the "Newell 401(k) Plan").

OPTION GRANTS IN 1996

The following table sets forth certain information as to options to purchase Common Stock granted to the Named Officers under the 1993 Option Plan during the fiscal year ended December 31, 1996, and the potential realizable value of each grant of options, assuming that the market price of the

11

underlying Common Stock appreciates in value during the ten-year option term at annualized rates of 5% and 10%.

OPTION GRANTS IN LAST FISCAL YEAR

Name	Number of Securities Underlying Options Granted (#) (1)	Percent of Total Options Granted to Employees in a Fiscal Year	Exercise or Base Price (\$/Sh) (2)	Expiration Date	Potential Realizable Value at Assumed Annual Rates of Stock Price Appreciation for Option Term(3)	
					5% (\$)	10% (\$)
William P. Sovey	35,000	1.16%	\$26.000	2-7-06	\$573,300	\$1,446,900
Thomas A. Ferguson, Jr.	3,000	.99	28.250	5-7-06	53,393	134,753
Donald L. Krause	5,500	1.82	28.250	5-7-06	97,886	247,046
William T. Alldredge	1,000	.33	28.250	5-7-06	17,798	44,918
William J. Denton	1,500	.50	28.250	5-7-06	26,696	67,376
	1,500	.50	28.625	10-28-06	27,051	68,271
Richard C. Dell	2,000	.66	28.250	5-7-06	35,595	89,835

- (1) All options granted in 1996 become exercisable in annual cumulative installments of 20%, commencing one year from date of grant, with full vesting occurring on the fifth anniversary date of the date of grant. Vesting may be accelerated as a result of certain changes in control of the Company.
- (2) All options were granted at market value (the closing price of the Common Stock on the New York Stock Exchange as reported in the Midwest Edition of THE WALL STREET JOURNAL) on the date of grant.
- (3) Potential realizable value is reported net of the option exercise price but before taxes associated with exercise. These amounts assume annual compounding results in total appreciation of 63% (5% per year) and 159% (10% per year). Actual gains, if any, on stock option exercises and Common Stock are dependent on the future performance of the Common Stock and overall market conditions. There can be no assurance that the amounts reflected in this table will be achieved.

12

OPTION EXERCISES IN 1996

The table below sets forth certain information for fiscal year 1996 concerning the exercise of options to purchase shares of Common Stock granted under the 1993 Option Plan by each of the Named Officers and the value of unexercised options granted under the Newell Co. 1984 Amended and Restated Stock Option Plan and the 1993 Option Plan held by each of the Named Officers as of December 31, 1996.

AGGREGATED OPTION EXERCISES IN LAST FISCAL YEAR AND FISCAL YEAR-END OPTION VALUES

Name	Shares Acquired on Exercise (#)	Value Realized (\$ (1))	Number of Securities Underlying Unexercised Options at Fiscal Year-End (#)		Value of Unexercised In-the-Money Options at Fiscal Year-End (\$) (2)	
			Exercisable	Unexercisable	Exercisable	Unexercisable
William P. Sovey	0	\$ --	104,000	41,000	\$1,650,000	\$274,688
Thomas A. Ferguson, Jr.	0	--	35,900	21,600	468,694	210,150
Donald L. Krause	0	--	24,800	12,700	311,238	102,044
William T. Alldredge	2,500	36,094	16,524	16,976	243,524	228,226
William J. Denton	0	--	18,700	15,400	221,944	127,375
Richard C. Dell	0	--	19,200	14,400	247,588	135,675

- (1) Represents the difference between the average of the high and low prices of the Common Stock on the New York Stock Exchange as reported in the Midwest Edition of THE WALL STREET JOURNAL on the date of exercise and the option exercise price.
- (2) Represents the difference between \$31.813 (the average of the high and low prices of the Common Stock on the New York Stock Exchange as reported in the Midwest Edition of THE WALL STREET JOURNAL on December 31, 1996) and the option exercise price.

PENSION AND RETIREMENT PLANS

The Pension Plan Table set forth below shows total estimated annual benefits payable upon retirement (based on the benefit formulas in effect and calculated on a straight life annuity basis, as described below) to persons covered under the non-contributory defined benefit pension plan for salaried and

clerical employees (the "Pension Plan") and the Supplemental Retirement Plan established in 1982 (the "Supplemental Retirement Plan"), including the Named Officers, in specified compensation and years of credited service classifications, assuming employment until age 65 and that Social Security benefits remain at the current level.

PENSION PLAN TABLE

Remuneration	Years of service				
	5	10	15	20	25 or more
\$ 200,000 . .	\$10,900	\$ 37,700	\$ 64,500	\$91,300	\$118,100
300,000 . .	24,300	64,500	104,700	144,900	185,100
400,000 . .	37,700	91,300	144,900	198,500	252,100
500,000 . .	51,100	118,100	185,100	252,100	319,100
600,000 . .	64,500	144,900	225,300	305,700	386,100

700,000 . .	77,900	171,700	265,500	359,300	453,100
800,000 . .	91,300	198,500	305,700	412,900	520,100
900,000 . .	104,700	225,300	345,900	466,500	587,100
1,000,000 . .	118,100	252,100	386,100	520,100	654,100
1,100,000 . .	131,500	278,900	426,300	573,700	721,100
1,200,000 . .	144,900	305,700	466,500	627,300	788,100
1,300,000 . .	158,300	332,500	506,700	680,900	855,100
1,400,000 . .	171,700	359,300	546,900	734,500	922,100
1,500,000 . .	185,100	386,100	587,100	788,100	989,100
1,600,000 . .	198,500	412,900	627,300	841,700	1,056,100

The Pension Plan covers full-time salaried and clerical employees of the Company and its subsidiaries who have completed one year of service. A participant is eligible for normal retirement benefits under the Pension Plan if his or her employment terminates at or after age 65. For service years prior to 1982, benefits accrued on a straight life annuity basis, using a formula that takes into account the five highest consecutive years of compensation in the ten years before retirement, actual years of service and actual years of service less than possible years of service, reduced by a portion of expected primary Social Security payments. For service years from and after 1982 and before 1989, benefits accumulated at the rate of 1.1% of compensation not in excess of \$25,000 for each year plus 1.2% of compensation in excess of \$25,000. For service years from and after 1989, benefits accumulate at the rate of 1.37% of compensation not in excess of \$25,000 for each year plus 1.85% of compensation in excess of \$25,000. Under the Pension Plan, compensation includes salary or wages (unreduced for amounts deferred pursuant to the Newell 401(k) Plan and the Flexible Benefits Account Plan), the first \$3,000 in bonuses and 100% of commissions, but excludes Bonuses included in the Summary Compensation Table above. If a participant has completed 15 years of service, upon attainment of age 60, the Pension Plan

14

also provides for an early retirement benefit equal to the benefits described above, reduced by .5% for each month the benefits commence before age 65.

In 1982, the Supplemental Retirement Plan was established, funded by cost recovery life insurance, which covers 94 current officers and key executives, including the Named Officers, and 18 former officers and key executives. The Supplemental Retirement Plan adds to retirement benefits under the Pension Plan so that at age 65, a covered employee receives a maximum aggregate pension equal to 67% of his or her average compensation for the five consecutive years in which it was highest (multiplied by a fraction, the numerator of which is the participant's credited service (not to exceed 25) and the denominator of which is 25). The benefit is reduced by primary Social Security. Both the Pension Plan and the Supplemental Retirement Plan provide a death benefit for surviving spouses and dependent children. The Supplemental Retirement Plan also provides for an early retirement benefit upon attainment of age 60 equal to the benefits described above, reduced by .5% for each month the benefits commence before age 65.

In 1996, Mr. Sovey had 11 years of credited service, Mr. T. Ferguson had 24 years, Mr. Krause had 23 years, Mr. Alldredge had 13 years, Mr. Denton had 20 years and Mr. Dell had 22 years.

EMPLOYMENT SECURITY AGREEMENTS

The Company has entered into Employment Security Agreements ("Agreements") with the Named Officers which provide for the continuation of salary, bonus and certain employee benefits for a period (the "Severance Period") of twenty-four months (but not beyond age 65) following the termination of employment of the Named Officer within twelve months (but prior to age 65) after

certain changes in control of the Company. In the event of such termination of employment, the Named Officer will continue to receive his base salary and bonus (based upon his average bonus for the three full fiscal years preceding the change in control) during the Severance Period. The Named Officer also will receive all benefits accrued under the incentive and retirement plans of the Company to the date of termination of employment and will be given service credit for all purposes of these plans during the Severance Period. All options held by the Named Officer with respect to Common Stock will become immediately exercisable upon the date of termination of employment and remain exercisable for a period of 90 days thereafter.

During the Severance Period, the Named Officer and his spouse will continue to be covered by all welfare plans of the Company, and the Company will continue to reimburse the Named Officer for automobile expenses, but the amount of any benefits or reimbursement the Named Officer or his spouse receives will be reduced by the amounts received from another employer or from any other source. If the Named Officer dies during the Severance

15

Period, all amounts payable during the remainder of the Severance Period shall be paid to his surviving spouse, and his spouse will continue to be covered under all applicable welfare plans. No amounts are payable if the employment of the Named Officer is terminated by the Company for Good Cause (as defined in the Agreements) or if the Named Officer voluntarily terminates his employment without Good Reason (as defined in the Agreements).

EXECUTIVE COMPENSATION COMMITTEE REPORT ON EXECUTIVE COMPENSATION

The Compensation Committee has furnished the following report on executive compensation to the stockholders of the Company.

COMPENSATION PROCEDURES AND POLICIES. The Compensation Committee determines the compensation of all of the executive officers of the Company, including the Named Officers and the one other executive officer of the Company. All decisions by the Compensation Committee relating to the compensation of the Company's executive officers, other than decisions relating to stock options, are reviewed and approved by the full Board of Directors.

The Company's executive compensation philosophy and specific compensation plans tie a significant portion of executive compensation to the Company's success in meeting specified profit and growth and performance goals and to appreciation in the Company's stock price. The Company's compensation objectives include attracting and retaining the best possible executive talent, motivating executive officers to achieve the Company's performance objectives, rewarding individual performance and contributions, and linking executive and stockholder interests through equity based plans.

The Company's executive compensation consists of three key components: base salary, annual incentive compensation and stock options, each of which is intended to complement the others and, taken together, to satisfy the Company's compensation objectives. The Compensation Committee's policies with respect to each of the three components, including the bases for the compensation awarded to William P. Sovey, the Company's Chief Executive Officer, are discussed below.

The Compensation Committee considered the effect of the limitations on the deductibility of executive compensation in excess of \$1 million under Section 162(m) of the Internal Revenue Code on the Company's compensation policies and practices and did not make any changes in such policies and practices for 1996. As a result, the Company paid an immaterial amount of non-deductible

executive compensation in 1996. The Compensation Committee currently does not anticipate that changes will be made to the Company's policies and practices for 1997 and, accordingly, the Company may pay non-deductible compensation in 1997.

16

BASE SALARY. In the early part of each fiscal year, the Compensation Committee reviews the recommendation of the Chairman of the Compensation Committee with regard to the base salary of Mr. Sovey, the recommendation of Mr. Sovey with regard to the base salary of Thomas A. Ferguson, Jr., the Company's Chief Operating Officer, and the recommendations of Mr. T. Ferguson with regard to all other executive officers of the Company and approves, with any modifications it deems appropriate, annual base salaries for each of the executive officers.

Recommended base salaries of the executive officers are based upon the base salary ranges recommended annually by the personnel relations department of the Company. National survey data available to the personnel relations department regarding salaries of those persons holding comparable positions at comparably sized nondurable consumer goods companies is reviewed by the Compensation Committee to establish base salary ranges. The nondurable consumer goods companies are not the companies which make up the Dow Jones Consumer, Non-Cyclical Industry Group Index in the Common Stock Price Performance Graph included in this Proxy Statement. The base salary range is based upon the midpoint of the comparative compensation group, plus or minus twenty-five percent. The base salary of each of the executive officers is established in relation to the midpoint of the base salary ranges based upon an evaluation of the individual performance of the executive officer, including satisfaction of such officer's annual objectives. The base salary of the Chief Executive Officer is also established in relation to the midpoint of his base salary range, based on achievement of the Company's annual goals relating to earnings per share, sales growth and return on investment and on an evaluation of the individual performance of the Chief Executive Officer. The base salaries paid in 1996 to each of the executive officers, including the Chief Executive Officer, were within the range recommended by the personnel relations department.

The base salary of Mr. Sovey was reviewed at the February 1996 meeting of the Compensation Committee. In setting Mr. Sovey's salary for 1996, the Compensation Committee considered his base salary in relation to the midpoint of his salary range and that the Company's annual goals relating to earnings per share, sales growth and return on investment were met in 1995. In evaluating Mr. Sovey's performance, the Compensation Committee primarily considered these Company financial goals. In consideration of these factors, the Compensation Committee approved an increase in Mr. Sovey's base salary of \$50,000, approximately 7.7%, for 1996.

ANNUAL INCENTIVE COMPENSATION. The Company's executive officers (other than the Group Presidents) are entitled to participate in an incentive bonus plan which provides for the payment of cash bonuses based on the Company's return on investment (the "ROI Plan"). Awards are made under the ROI Plan if the Company's annual after-tax return on beginning of the year

17

stockholders equity exceeds 11% and are determined by multiplying each executive officer's base salary by percentages established in the ROI Plan reflecting the actual return achieved.

The annual after-tax return on beginning of the year

stockholder's equity for 1996 was approximately 20%. Based on these results, Mr. Sovey was awarded a bonus of \$573,300 for 1996.

The Group Presidents are entitled to participate in an incentive bonus plan which provides for the payment of cash bonuses based on return on assets used in, and sales and income growth by, the divisions for which the Group President is responsible (the "ROA Plan"). Awards are made under the ROA Plan if the return on assets used during the year in the divisions for which the Group President is responsible exceeds 10% on a pre-tax basis and sales growth exceeds the prior year sales level, and are determined by multiplying each Group President's base salary by percentages established in the ROA Plan reflecting the actual results achieved. Actual return on assets and sales growth in 1996 exceeded the goals established for payment of a bonus in the divisions for which each of the Group Presidents was responsible.

STOCK OPTIONS. The Company's executive officers are also entitled to participate in the 1993 Option Plan. Under the 1993 Option Plan, incentive stock options and nonqualified stock options to purchase Common Stock of the Company may be granted at prices not less than fair market value of the Common Stock at the date of grant. Options granted under the 1993 Option Plan become exercisable in annual cumulative installments of 20% of the number of options granted over a five-year period and have a maximum term of ten years. The Compensation Committee has adopted a formula, which takes into account outstanding options, for determining, on a quarterly basis, whether an executive officer of the Company should be awarded an option. The grant of options is considered if the option exercise price of the options held by an executive officer for five years or more is less than a variable multiple of the executive officer's base salary. The Compensation Committee also has the discretion, in circumstances such as a promotion, to grant options otherwise than in accordance with the formula. Based upon the formula, Mr. Sovey received 35,000 options in 1996.

This report is submitted on behalf of the Compensation Committee:

Daniel C. Ferguson, Chairman
Robert L. Katz
John J. McDonough

EXECUTIVE COMPENSATION COMMITTEE INTERLOCKS
AND INSIDER PARTICIPATION

The current members of the Compensation Committee are Messrs. D. Ferguson and McDonough and Dr. Katz. Daniel C. Ferguson, Chairman of the Board of Directors of the Company and Chairman of the Compensation Committee, and John J. McDonough, a Director of the Company and member of the Compensation Committee, are former employees of the Company.

CERTAIN BENEFICIAL OWNERS

The only person or group which is known to the Company to be the beneficial owner of more than five percent of the outstanding Common Stock is:

Name and Address of Beneficial Owner	Amount and nature of beneficial ownership	Percent of class outstanding
FMR Corp. 82 Devonshire Street Boston, Massachusetts 02109	15,861,636	9.99%(1)

(1) As reported in a Statement on Schedule 13-G filed with the Securities and Exchange Commission by FMR Corp. FMR Corp. reported that it has sole power to (a) vote or direct the vote with respect to 511,056 shares and (b) dispose or direct the disposition of 15,861,636 shares.

The following table sets forth information as to the beneficial ownership of shares of Common Stock of each director, each nominee for director, and each Named Officer, individually, and all directors and executive officers of the Company, as a group. Except as otherwise indicated in the footnotes to the table, each individual has sole investment and voting power with respect to the shares of Common Stock set forth.

19

Common Stock Beneficially
Owned on January 17, 1997

Name of Beneficial Owner	Number of Shares	Percent of Class Outstanding
Alton F. Doody	61,500 (1)	.040%
Gary H. Driggs	35,000 (1)	.020
Daniel C. Ferguson	3,255,532 (1) (2)	2.050
Thomas A. Ferguson, Jr.	176,486 (1) (3) (4)	.110
Robert L. Katz	157,924 (1)	.100
John J. McDonough	60,300 (1) (5)	.040
Elizabeth Cuthbert Millett	168,243 (1) (6)	.110
Cynthia A. Montgomery	1,100 (1)	.001
Allan P. Newell	2,170,691 (1) (7)	1.370
Henry B. Pearsall	744,864 (1) (8)	.470
William P. Sovey	454,310 (1) (3)	.290
William T. Alldredge	218,281 (1) (3) (9)	.140
William J. Denton	81,919 (1) (3)	.050
Richard C. Dell	88,828 (1) (3) (10)	.060
Donald L. Krause	308,900 (1) (11)	.190
All directors and executive officers as a group (15 persons)	7,983,878	5.040%

(1) Includes shares issuable pursuant to stock options exercisable within 60 days of March 10, 1997 as follows: Dr. Doody, 11,000 shares; Dr. Driggs, 11,000 shares; D. Ferguson, 9,400 shares; Mr. T. Ferguson, 37,900 shares; Dr. Katz, 11,000 shares; Mr. McDonough, 8,000 shares; Ms. Millett, 1,000 shares; Ms. Montgomery, 1,000 shares; Mr. Newell, 1,000 shares; Mr. Pearsall, 6,000 shares; Mr. Sovey, 111,000 shares; Mr. Alldredge, 17,700 shares; Mr. Denton, 18,700 shares; Mr. Dell, 19,900 shares; and Mr. Krause, 24,800 shares.

(2) Includes 3,400 shares beneficially owned of record by his wife, 140,906 shares held in charitable trusts of which Mr. D. Ferguson is trustee, 694,384 shares held in a trust of which Mr. D. Ferguson is beneficiary and 1,037,368 shares held by a partnership of which Mr. D. Ferguson is managing partner.

20

(3) Includes shares held by the Newell 401(k) Plan over which each of the following persons has voting power: Mr. T. Ferguson, 5,586 shares; Mr. Sovey, 5,568 shares; Mr.

Allredge, 1,397 shares; Mr. Denton, 2,819 shares; and Mr. Dell, 4,968 shares.

- (4) Excludes 200 shares beneficially owned of record by his son with respect to which he disclaims beneficial ownership.
- (5) Includes 5,200 shares held in his wife's individual retirement account and 4,000 shares beneficially owned of record by his daughter with respect to which he disclaims beneficial ownership, but excludes 14,200 shares beneficially owned of record by, and 33,000 shares held in trusts for, relatives of Mr. McDonough with respect to which he disclaims beneficial ownership.
- (6) Includes 2,720 shares over which Ms. Millett has shared investment and voting power, 38,152 shares beneficially owned of record by her two children of which Ms. Millett is custodian, but excludes 8,525 shares owned of record by her husband with respect to which she disclaims beneficial ownership.
- (7) Includes 24,000 shares held in trusts of which Mr. Newell is co-trustee and beneficiary and over which he has shared investment and voting power and 2,144 shares beneficially owned of record by his wife.
- (8) Includes 612,564 shares held in a trust of which Mr. Pearsall is trustee.
- (9) Includes 50,764 shares owned of record by his wife.
- (10) Includes 30,849 shares held in joint tenancy over which Mr. Dell has shared investment and voting power.
- (11) Includes 12,000 shares held in joint tenancy over which Mr. Krause has shared investment and voting power and 4,500 shares held in trusts of which Mr. Krause is trustee.

21

COMMON STOCK PRICE PERFORMANCE GRAPH

The following Common Stock price performance graph compares the yearly change in the Company's cumulative total stockholder returns on its Common Stock during the years 1992 through 1996, with the cumulative total return of the Standard & Poor's 500 Index and the Dow Jones Consumer, Non-Cyclical Industry Group Index, assuming the investment of \$100 on December 31, 1991 and the reinvestment of dividends (rounded to the nearest dollar).

	December 31,					
	1991	1992	1993	1994	1995	1996
Newell	\$100	\$90	\$91	\$96	\$120	\$147
DJ Consumer, Non Cyclical	100	96	92	102	149	186
S&P 500 Index	100	107	118	119	160	194

PROPOSAL 2 -- APPOINTMENT OF INDEPENDENT ACCOUNTANTS

Subject to ratification by the stockholders, the Board of Directors has reappointed Arthur Andersen L.L.P. as independent accountants to audit the consolidated financial statements of the Company for the year 1997. The Board of Directors recommends a vote in favor of ratification of the appointment. If the stockholders should fail to ratify the appointment of the independent accountants, the Board of Directors would reconsider the appointment.

It is expected that representatives of Arthur Andersen L.L.P. will be present at the Annual Meeting, will have an

opportunity to make a statement if they desire to do so and will be available to answer appropriate questions.

SECTION 16(a) BENEFICIAL OWNERSHIP COMPLIANCE REPORTING

Based solely upon a review of Reports on Forms 3, 4 and 5 and any amendments thereto furnished to the Company pursuant to Section 16 of the Securities Exchange Act of 1934, as amended, and written representations from the executive officers and directors that no other Reports were required, the Company believes that all of such Reports were filed on a timely basis by executive officers and directors during 1996.

STOCKHOLDER PROPOSALS FOR 1998 ANNUAL MEETING

To be considered for inclusion in next year's proxy materials, stockholder proposals to be presented at of Company's 1998 Annual Meeting must be in writing and be received by the Company no later than November 7, 1997.

22

OTHER BUSINESS

The Board of Directors does not know of any business to be brought before the Annual Meeting other than the matters described in the Notice of Annual Meeting. However, if any other matters are properly presented for action, it is the intention of each person named in the accompanying proxy to vote said proxy in accordance with his judgment on such matters.

By Order of the Board of Directors,

RICHARD H. WOLFF
Secretary

March 13, 1997

A COPY OF THE COMPANY'S 1996 ANNUAL REPORT TO THE SECURITIES AND EXCHANGE COMMISSION ON FORM 10-K WILL BE FURNISHED TO STOCKHOLDERS FREE OF CHARGE UPON WRITTEN REQUEST TO THE OFFICE OF THE VICE PRESIDENT-FINANCE OF THE COMPANY.

23

APPENDIX

Form of proxy card for holders of Common Stock of the Company

24

PROXY

NEWELL CO.
Proxy Solicited by the Board of Directors
for Annual Meeting May 7, 1997

The undersigned hereby appoints Thomas A. Ferguson, Jr. and William T.

Allredge, and each of them, as proxies, with the powers the undersigned would possess if personally present, and with full power of substitution, to vote at the Annual Meeting of Stockholders of NEWELL CO. to be held on May 7, 1997, and at any adjournments thereof, on all matters coming before said meeting.

- (1) Election of Directors.
 Nominees: Gary H. Driggs, Robert L. Katz
 John P. McDonough and William P. Sovey
- (2) Ratification of the appointment of Arthur Andersen L.L.P. as independent accountants for the year 1997.
- (3) In their discretion, upon such other matters as may properly come before this Annual Meeting.

You are encouraged to specify your choices by marking the appropriate boxes, SEE REVERSE SIDE, but you need not mark any boxes if you wish to vote in accordance with the Board of Directors recommendations. Your shares cannot be voted unless you sign and return this card.

//////////////////////////////////
 / /
 / SEE REVERSE /
 / SIDE /
 / /
 //////////////////////////////////

25

X Please mark
 your votes as
 in this example.

When this Proxy is properly executed, the shares to which it relates will be voted in the manner directed herein. If no direction is made, the shares will be voted FOR election of directors and FOR proposal 2.

The Board of Directors recommends a vote FOR election of directors and FOR proposal 2.

	FOR	WITHHOLD	For, except withhold vote from the following nominee(s)
1. Election of Directors	_____	_____	_____
2. Ratification of independent accountants.	_____	_____	FOR AGAINST ABSTAIN _____ _____ _____

SIGNATURE(S) _____ DATE _____

NOTE: Please sign exactly as name appears hereon. Joint owners should each sign. When signing as attorney, executor, administrator, trustee or guardian, please give full title as such.

The signer hereby revokes all proxies heretofore given by the signer to vote at said meeting or any adjournments thereof.

 FOLD AND DETACH HERE

[Map setting forth location of Annual Meeting.]