

PRICING SUPPLEMENT NO. 4 DATED OCTOBER 20, 1998  
(TO PROSPECTUS DATED JUNE 9, 1997 AND  
PROSPECTUS SUPPLEMENT DATED JUNE 9, 1997)

RULE 424(b)(2)  
FILE NO. 33-64225

NEWELL CO.  
MEDIUM-TERM NOTES, SERIES A  
\$15,500,000  
5.42% SENIOR NOTES

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Trade Date: October 16, 1998  
Original Issue Date: October 21, 1998  
Principal Amount: \$15,500,000  
Initial Price to Public: 100% of Principal Amount, plus  
accrued interest, if any, from  
and including October 21, 1998  
Interest Rate: 5.42%  
Interest Payment Dates: January 1 and July 1 of each  
year, commencing January 1,  
1999  
Maturity Date: October 21, 2003

Discount to Agent  
(as percentage of principal amount): .50%

Net Proceeds to Company  
(as percentage of principal amount): 99.50%

As of the date hereof, \$440,500,000 in aggregate principal amount of  
Medium-Term Notes, Series A, of the Company have been sold (including  
the Notes to which this Pricing Supplement relates).

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Form: /X/ Book-Entry / / Certificated  
Original Issue Discount Note: / / Yes /X/ No

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Agent: Morgan Stanley Dean Witter

Agent is acting in the capacity as indicated below:  
/ / Agent /X/ Principal

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MORGAN STANLEY DEAN WITTER