

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

-----  
FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported) October 18, 1995  
-----

-----  
NEWELL CO.

-----  
(Exact name of registrant as specified in its charter)

Delaware	1-9608	36-3514169
-----	-----	-----
(State or other jurisdiction of	(Commission File Number)	(IRS Employer Identification No.)

-----  
29 East Stephenson Street, Freeport, Illinois 61032

-----  
(Address of principal executive offices) (Zip Code)

Registrant's telephone number, including area code (815) 235-4171  
-----

Item 5. Other Events.

Newell Co. issued a news release dated October 18, 1995 announcing its results for the third quarter and nine months ended September 30, 1995. A copy of the news release is attached as Exhibit 99.

Item 7. Financial Statements, Pro Forma Financial Information and Exhibits.

(c) Exhibits.

(99) News Release dated October 18, 1995.

-2-

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

NEWELL CO.  
(Registrant)

Date: October 31, 1995

By: /s/ William T. Alldredge  
-----  
William T. Alldredge  
Vice President -- Finance

EXHIBIT INDEX

Exhibit No. -----	Description -----
99	News Release dated October 18, 1995

NEWS RELEASE  
-----

## NEWELL CO. REPORTS RECORD SALES AND EARNINGS

FREEPORT, ILLINOIS, October 18, 1995 -- Newell announced today that sales and earnings reached record highs for the third quarter and nine months ended September 30, 1995.

For the 1995 third quarter, net sales were \$651.3 million, up 18% from \$553.2 million achieved in the third quarter of 1994. Net income in the quarter increased 12% to \$65.1 million from \$58.0 million and earnings per share were 41 cents, an 11% increase from 37 cents achieved in the third quarter of 1994.

The increase in sales for the quarter is primarily attributable to contributions from Eberhard Faber, Newell Europe, and the Del Mar and LouverDrape operations of Levolor Home Fashions, all acquired in 1994. The increases in net income and earnings per share for the quarter are primarily attributable to improved profitability at businesses owned more than two years (core businesses) and the contribution from Eberhard Faber.

For the first nine months, sales were up 23% to \$1,829.2 million from \$1,490.2 million in 1994. Net income was \$156.1 million, up 17% from \$133.5 million in 1994. Earnings per share were 99 cents, up 17% from 85 cents in 1994.

The increase in sales for the first nine months is also primarily attributable to the 1994 acquisitions. The increases in net income and earnings per share for the first nine months are primarily

-5-

attributable to contributions from the 1994 acquisitions, improved profitability at core businesses and a reduction in other nonoperating expenses vs. 1994.

William P. Sovey, Newell's Vice Chairman and CEO, stated, "We're very pleased that our balanced growth strategy, which relies on contributions from acquisitions and growth on the part of our core businesses, has enabled us to achieve record sales and earnings, especially in the face of a sluggish retail environment. Through the deliberate application of our strategy, we are confident that we can produce record results for the remainder of 1995 and beyond."

Newell manufactures and markets high-volume staple consumer products which are sold through a variety of retail and wholesale distribution channels. Product categories include housewares, hardware, home furnishings, and office products.

-6-

NEWELL CO.  
CONSOLIDATED STATEMENTS OF INCOME (UNAUDITED)  
(in millions except per share data)

	Three Months Ended September 30,			Nine Months Ended September 30,		
	1995	1994	% Change	1995	1994	% Change
Net Sales	\$651.3	\$553.5	17.7%	\$1,829.2	\$1,490.2	22.7%
Cost of products sold	444.1	374.0		1,265.7	1,016.3	
GROSS INCOME	207.2	179.2	15.6%	563.5	473.9	18.9%
% of sales	31.8%	32.4%		30.8%	31.8%	
Selling, general & administrative expense	87.0	76.2		268.8	228.0	
OPERATING INCOME	120.2	103.0	16.7%	294.7	245.9	19.8%
% of sales	18.5%	18.6%		16.1%	16.5%	
Nonoperating expenses:						
Interest expense	12.6	7.7		36.8	19.5	
Interest Income	(0.3)	(0.2)		(1.2)	(0.7)	
Goodwill	4.8	3.8		13.9	10.9	
Other	(5.4)	(5.0)		(15.0)	(9.6)	
	11.7	6.3		34.5	20.1	
INCOME BEFORE TAXES	108.5	96.7	12.2%	260.2	225.8	15.2%
% of sales	16.7%	17.5%		14.2%	15.2%	
Income taxes	43.4	38.7		104.1	92.3	
Effective rate	40.0%	40.0%		40.0%	40.9%	
NET INCOME	\$65.1	\$58.0	12.2%	\$156.1	\$133.5	16.9%
% of sales	10.0%	10.5%		8.5%	9.0%	
EARNINGS PER SHARE	\$0.41	\$0.37	10.8%	\$0.99	\$0.85	16.5%
Average shares outstanding	158.4	157.8	0.4%	158.1	157.8	0.2%

-7-