

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

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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) January 30, 1995  
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NEWELL CO.

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(Exact name of registrant as specified in its charter)

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

29 East Stephenson Street, Freeport, Illinois 61032

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(Address of principal executive offices) (Zip Code)

Registrant's telephone number, including area code (815) 235-4171  
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ITEM 5. OTHER EVENTS.

Newell Co. issued a news release dated January 30, 1995 announcing its results for the fourth quarter and the twelve months ended December 31, 1994. 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 January 30, 1995.



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: February 10, 1995

By: /s/ William T. Alldredge

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William T. Alldredge  
Vice President -- Finance

EXHIBIT INDEX

Exhibit No. -----	Description -----
99	News Release dated January 30, 1995

NEWS RELEASE  
-----NEWELL REPORTS RECORD FOURTH QUARTER RESULTS  
1994 FULL YEAR SALES AND EARNINGS REACH AN ALL-TIME HIGH  
1994 FULL YEAR RETURN ON EQUITY REACHES 20%

FREEPOR, ILLINOIS, January 30, 1995 -- Newell announced today that sales and earnings reached record levels for both the fourth quarter and full year ended December 31, 1994.

For the 1994 fourth quarter, net sales were a record \$584.7 million, up 22% from \$481.4 million achieved in the fourth quarter of 1993. The increase in sales for the quarter is attributable to internal sales growth of 6%, and the acquisitions of Goody in 1993, and Home Fashions, Inc. and Eberhard Faber in 1994.

Net income for the fourth quarter of 1994 increased 12% to \$62.1 million from \$55.4 million and earnings per share were 39 cents, an 11% increase from 35 cents achieved in the fourth quarter of 1993.

For the full year 1994, sales were up 26% to \$2,074.9 million from \$1,645.0 million in 1993. The increase in sales for the full year 1994 is attributable to internal sales growth of 6%, the acquisitions of Levolor, Lee/Rowan and Goody in 1993, and the acquisitions of Home Fashions, Inc. and Eberhard Faber in 1994.

Net income for the full year 1994 was \$195.6 million, an increase of 18% from \$165.3 million in 1993 and earnings per share were \$1.24, up 18% from \$1.05 in 1993.

William P. Sovey, Newell's Vice Chairman and CEO, stated, "1994 was another year in which we continued to demonstrate growth. In

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achieving record sales and earnings, we demonstrated that Newell's strategy is sound and that application of that strategy can result in outstanding performance for our company and for our stockholders. We're very pleased with the progress Newell has made over the years and with our growth potential. We are confident about the future."

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



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

	Three Months Ended December 31,			Twelve Months Ended December 31,		
	1994	1993	% Change	1994	1993	% Change
Net Sales	\$584.7	\$481.4	21.5%	\$2,074.9	\$1,645.0	26.1%
Cost of products sold	387.5	313.4		1,403.8	1,101.7	
<b>GROSS INCOME</b>	<b>197.2</b>	<b>168.0</b>	<b>17.4%</b>	<b>671.1</b>	<b>543.3</b>	<b>23.5%</b>
% of sales	33.7%	34.9%		32.3%	33.0%	
Selling, general & administrative expense	85.2	74.7		313.2	257.2	
<b>OPERATING INCOME</b>	<b>112.0</b>	<b>93.3</b>	<b>20.0%</b>	<b>357.9</b>	<b>286.1</b>	<b>25.1%</b>
% of sales	19.2%	19.4%		17.2%	17.4%	
Nonoperating expenses:						
Interest expense	10.5	5.2		30.0	19.1	
Other	(2.0)	(2.9)		(1.4)	(8.5)	
	8.5	2.3		28.6	10.6	
<b>INCOME BEFORE TAXES</b>	<b>103.5</b>	<b>91.0</b>	<b>13.7%</b>	<b>329.3</b>	<b>275.5</b>	<b>19.5%</b>
% of sales	17.7%	18.9%		15.9%	16.7%	
Income taxes	41.4	35.6		133.7	110.2	
Effective rate	40.0%	39.1%		40.6%	40.0%	
<b>NET INCOME</b>	<b>\$62.1</b>	<b>\$55.4</b>	<b>12.1%</b>	<b>\$195.6</b>	<b>\$165.3</b>	<b>18.3%</b>
% of sales	10.6%	11.5%		9.4%	10.0%	
<b>EARNINGS PER SHARE</b>	<b>\$0.39</b>	<b>\$0.35</b>	<b>11.4%</b>	<b>\$1.24</b>	<b>\$1.05</b>	<b>18.1%</b>
Average shares outstanding	157.8	157.5	0.2%	157.8	157.3	0.3%