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

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|--|---------------------------------------|--------------------------------------|
| | FORM 8-K | |
| Pursuant to Section 13 | CURRENT REPORT or 15(d) of the Sec | curities Exchange Act of 1934 |
| Date of Report (Date of | f earliest event rep | oorted) January 30, 1995 |
| NEWELL CO. (Exact name of registrant as specified in its charter) | | |
| Delaware | 1-9608 | 36-3514169 |
| | | (IRS Employer Identification No.) |
| 29 East Stephenson Street, Freeport, Illinois 61032 | | |
| | | offices) (Zip Code) |
| Registrant's telephone | number, including a | rea code (815) 235-4171 |
| | | |

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

William T. Alldredge Vice President -- Finance

EXHIBIT INDEX

| 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%

FREEPORT, 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.

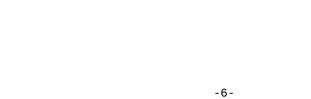
William P. Sovey, Newell's Vice Chairman and CEO, stated, "1994 was another year in which we continued to demonstrate growth. In

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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 Twelve Months Ended December 31, December 31, 1994 1993 % Change 1994 1993 1994 1993 % Change \$481.4 21.5% \$2,074.9 \$1,645.0 313.4 1,403.8 1,101.7 Net Sales \$584.7 26.1% 387.5 Cost of products sold -----168.0 17.4% 543.3 33.0% GROSS INCOME 197.2 671.1 23.5% % of sales 33.7% 34.9% 32.3% Selling, general & administrative expense 85.2 74.7 313.2 ----------_____ 286.1 17.2% 17 OPERATING INCOME 112.0 112.0 93.3 19.2% 19.4% 93.3 20.0% 357.9 25.1% % of sales 17.4% Nonoperating expenses: Interest expense 10.5 5.2 30.0 19.1 (2.0) 0ther (2.9) (1.4) (8.5)8.5 2.3 28.6 10.6 ----------_____ INCOME BEFORE TAXES 103.5 91.0 13.7% 329.3 275.5 19.5% 15.9% % of sales 17.7% 18.9% 16.7% Income taxes 35.6 133.7 41.4 110.2 Effective rate 40.0% 39.1% 40.6% 40.0% ---------------\$55.4 \$165.3 10 0° \$195.6 NET INCOME \$62.1 12.1% 18.3% 11.5% % of sales 10.6% 9.4% 10.0% EARNINGS PER SHARE 11.4% \$1.24 \$1.05 \$0.39 \$0.35 18.1% ======= ======= 0.2% 157.8 157.3 Average shares outstanding 157.8 157.5 0.3%