

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL	
OMB Number:	3235-0287
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1. Name and Address of Reporting Person* <u>MATSCHULLAT DALE L</u> (Last) (First) (Middle) 1410 GENEVA CLUB (Street) LAKE GENEVA WI 53147 (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>NEWELL RUBBERMAID INC [NWL]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner X Officer (give title below) Other (specify below) VP-Gen Counsel & Corp Sec
	3. Date of Earliest Transaction (Month/Day/Year) 05/10/2004	
	4. If Amendment, Date of Original Filed (Month/Day/Year)	

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	05/10/2004		M		7,000 ⁽¹⁾	A	\$19.9375	7,000	D	
Common Stock	05/10/2004		S		1,000 ⁽¹⁾	D	\$22.6	6,000	D	
Common Stock	05/10/2004		S		1,000 ⁽¹⁾	D	\$22.61	5,000	D	
Common Stock	05/10/2004		S		1,000 ⁽¹⁾	D	\$22.68	4,000	D	
Common Stock	05/10/2004		S		1,000 ⁽¹⁾	D	\$22.7	3,000	D	
Common Stock	05/10/2004		S		1,000 ⁽¹⁾	D	\$22.8	2,000	D	
Common Stock	05/10/2004		S		1,000 ⁽¹⁾	D	\$22.9	1,000	D	
Common Stock	05/10/2004		S		1,000 ⁽¹⁾	D	\$23	0	D	

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)		
				Code	V	(A)	(D)	Date Exercisable	Expiration Date						Title	Amount or Number of Shares
Option (Right to Buy)	\$19.9375	05/10/2004		M		7,000 ⁽¹⁾			(2)	05/11/2004	Common Stock	7,000	\$0 ⁽³⁾	0	D	

Explanation of Responses:

- The transactions were effected pursuant to a Rule 10b5-1 trading plan.
- Options became exercisable in annual installments of 20% of the number of options granted.
- Not applicable.

/s/ Dale L. Matschullat

05/12/2004

** Signature of Reporting Person

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.