

SECURITIES AND EXCHANGE COMMISSION

FORM 13F-HR

Initial quarterly Form 13F holdings report filed by institutional managers

Filing Date: **1999-07-27** | Period of Report: **1999-06-30**
SEC Accession No. [0000829577-99-000005](#)

([HTML Version](#) on [secdatabase.com](#))

FILER

NEWELL ASSOCIATES /CA/

CIK: **829577** | IRS No.: **770128301**

Type: **13F-HR** | Act: **34** | File No.: **028-02214** | Film No.: **99670672**

Mailing Address

525 UNIVERSITY AVE
SUITE 620
PALO ALTO CA 94301

Business Address

525 UNIVERSITY AVE
SUITE 620
PALO ALTO CA 94301
6503272332

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

FORM 13F

FORM 13F COVER PAGE

Report for the Calendar Year or Quarter Ended: March 31, 1999

Check here if Amendment []; Amendment Number:

This Amendment (check only one): [] is a restatement.

[] adds new holdings
entries.

Institutional Investment Manager Filing this Report:

Newell Associates
525 University Avenue
Suite 620
Palo Alto, CA 94301

13F File Number: 801-86949

The institutional investment manager filing this report and the person by whom it is signed hereby represent that the person signing the report is authorized to submit it, that all information contained herein is true, correct and complete, and that it is understood that all required items, statements, schedules, lists, and tables, are considered integral parts of this form.

Person Signing this Report on Behalf of Reporting Manager:

Jennifer C. Newell, CFA
President
(650) 327-2332
Palo Alto, California
March 31, 1999

Report Type:

[x] 13F HOLDINGS REPORT
[] 13F NOTICE
[] 13F COMBINATION REPORT

List of Other Managers Reporting for this Manager:

I AM SIGNING THIS REPORT AS REQUIRED BY THE SECURITIES EXCHANGE
ACT OF 1934.

FORM 13F SUMMARY PAGE

Report Summary:

Number of Other Included Managers: 0

Form 13F Information Table Entry Total: 119

<TABLE>NEWELL ASSOCIATES

FORM 13F

June 30, 1999

Name of Issuer	Title of Class	CUSIP	Value	Shares/Sh	Put	Invstm	Voting Authority		
							Cal	Dscret	Other
			x\$1000	Prn	Amt	Pr	Sole	Shared	None
<S>	<C>	<C>	<C>	<C>	<C>	<C>	<C>	<C>	<C>
AT&T Corp.	COM	001957109	836251498318	SH			Sole	511501447168	
Allegheny Ener	COM	017361106	8556 266853	SH			Sole	9500 257353	
Ameren Corp.	COM	023608102	7164 186676	SH			Sole	6500 180176	
American Gener	COM	026351106	25054 332387	SH			Sole	11600 320787	
American Home	COM	026609107	796791388747	SH			Sole	495001339247	
Ameritech Corp	COM	030954101	755801028300	SH			Sole	36900 991400	
Anheuser-Busch	COM	035229103	30053 423658	SH			Sole	14100 409558	
Atlantic Richf	COM	048825103	53795 643766	SH			Sole	22400 621366	
Avon Products,	COM	054303102	5003 90137	SH			Sole	3300 86837	
BP Amoco PLC -	COM	055622104	74305 684838	SH			Sole	23355 661483	
Baker Hughes I	COM	057224107	11186 333900	SH			Sole	11600 322300	
Banc One Corp.	COM	06423A103	57831 970922	SH			Sole	34320 936602	
Bank of Americ	COM	060505104	62855 857360	SH			Sole	29473 827887	
Baxter Interna	COM	071813109	15632 257843	SH			Sole	8800 249043	
Bell Atlantic	COM	077853109	107350164206	SH			Sole	612281580835	
BellSouth Corp	COM	079860102	34562 749314	SH			Sole	26400 722914	
Best Foods	COM	08658U101	4594 92800	SH			Sole	3200 89600	
Boeing Co.	COM	097023105	4642 105500	SH			Sole	3700 101800	
Bristol-Myers	COM	110122108	107822153075	SH			Sole	556001475150	
CSX Corporatio	COM	126408103	10367 228466	SH			Sole	7900 220566	
Campbell Soup	COM	134429109	12193 262912	SH			Sole	8800 254112	
Caterpillar In	COM	149123101	7667 127777	SH			Sole	4400 123377	
Central & Sout	COM	152357109	9567 409282	SH			Sole	13300 395982	
Chase Manhatta	COM	16161A108	15743 182005	SH			Sole	6300 175705	
Chevron Corp.	COM	166751107	71616 753352	SH			Sole	25400 727952	
Chubb Corp.	COM	171232101	10654 153300	SH			Sole	5500 147800	
Clorox Company	COM	189054109	16155 151248	SH			Sole	4900 146348	
ConAgra Inc.	COM	205887102	2945 110600	SH			Sole	3800 106800	
Consolidated E	COM	209111103	10232 226117	SH			Sole	7600 218517	
Consolidated N	COM	209615103	24799 408218	SH			Sole	14000 394218	
Constellation	COM	210371100	9676 326619	SH			Sole	10700 315919	
Deere & Co.	COM	244199105	3091 78868	SH			Sole	2900 75968	
Dominion Resou	COM	257470104	11398 263153	SH			Sole	7800 255353	
Dow Chemical	CCOM	260543103	52825 416357	SH			Sole	14500 401857	
Du Pont (E. I.	COM	263534109	28715 420346	SH			Sole	14300 406046	
Duke Energy Co	COM	264399106	19702 361923	SH			Sole	12100 349823	

Dun & Bradstre	COM	26483B106	10588	298787SH	Sole	10400	288387
Eastman Kodak	COM	277461109	18319	270391SH	Sole	9200	261191
Edison Interna	COM	783882103	22112	826613SH	Sole	27700	798913
Emerson Electr	COM	291011104	18421	292690SH	Sole	10200	282490
Exxon Corp.	COM	302290101	774671	1004438SH	Sole	35700	968738
FPL Group, Inc	COM	302571104	10670	195340SH	Sole	6100	189240
First Union Co	COM	337358105	46146	979228SH	Sole	33112	946116
Fleet Financia	COM	338915101	23210	523036SH	Sole	18900	504136
Ford Motor Com	COM	345370100	27597	488981SH	Sole	16800	472181
Fortune Brands	COM	349631101	17521	423465SH	Sole	11300	412165
GTE Corp.	COM	362320103	69997	927110SH	Sole	33000	894110
Gallaher Group	COM	363595109	8728	357167SH	Sole	9800	347367
General Electr	COM	369604103	30409	269108SH	Sole	10200	258908
General Mills,	COM	370334104	21204	263811SH	Sole	8500	255311
Genuine Parts	COM	372460105	18239	521126SH	Sole	16850	504276
Gillette Co.	COM	375766102	8835	215500SH	Sole	7300	208200
Glaxo Wellcome	COM	37733W105	38318	676692SH	Sole	22900	653792
Heinz (H.J.)	CCOM	423074103	20858	416123SH	Sole	13850	402273
Hershey Foods	COM	427866108	8603	144900SH	Sole	4700	140200
Honeywell Inc.	COM	438506107	8795	75900SH	Sole	2600	73300
International	COM	459506101	9438	214500SH	Sole	7300	207200
International	COM	460146103	28196	561118SH	Sole	20008	541110
Kellogg Co.	COM	487836108	14906	451699SH	Sole	15000	436699
KeyCorp	COM	493267108	16338	508569SH	Sole	17200	491369
Kimberly-Clark	COM	494368103	16319	286293SH	Sole	9800	276493
Kmart Corporat	COM	482584109	2237	135600SH	Sole	300	135300
Lilly, Eli &	CCOM	532457108	19908	277953SH	Sole	9700	268253
Lincoln Nation	COM	534187109	30163	576586SH	Sole	19200	557386
Lockheed Marti	COM	539830109	3598	96600SH	Sole	3300	93300
Marsh & McLenn	COM	571748102	30255	399735SH	Sole	14200	385535
May Department	COM	577778103	34812	851665SH	Sole	28450	823215
McGraw-Hill Co	COM	580645109	15651	290162SH	Sole	9600	280562
Mellon Bank Co	COM	585509102	20598	566256SH	Sole	18600	547656
Merck & Co., I	COM	589331107	51128	694440SH	Sole	23600	670840
Merrill Lynch	COM	590188108	12736	160200SH	Sole	5600	154600
Minnesota Mini	COM	604059105	38078	437990SH	Sole	15000	422990
Mobil Corp.	COM	607059102	78221	792113SH	Sole	27700	764413
Morgan (J.P.)	COM	616880100	33090	235517SH	Sole	8000	227517
NICOR, Inc.	COM	654086107	6868	180447SH	Sole	6700	173747
Newell Rubberm	COM	651229106	7202	155300SH	Sole	5400	149900
Norfolk Southe	COM	655844108	13359	443440SH	Sole	15500	427940
Northern State	COM	665772109	8218	339780SH	Sole	11100	328680
OGE Energy Cor	COM	670837103	1617	68100SH	Sole	200	67900
Ogden Corp.	COM	676346109	598	22200SH	Sole		22200
PNC Bank Corp.	COM	693475105	24777	429965SH	Sole	14700	415265
PacifiCorp	COM	695114108	17379	945821SH	Sole	32900	912921
Penney (J.C.)	COM	708160106	31008	638521SH	Sole	21900	616621
Pepsico Inc.	COM	713448108	10391	268600SH	Sole	9200	259400
Pharmacia & Up	COM	716941109	643591	1132831SH	Sole	404701	1092361
Philip Morris	COM	718154107	593931	477897SH	Sole	510001	426897
Phillips Petro	COM	718507106	16647	330878SH	Sole	10700	320178

Pitney Bowes ICOM	724479100	20425	317895SH	Sole	11400	306495
Potlatch Corp.COM	737628107	7286	165832SH	Sole	7000	158832
Potomac ElectrCOM	737679100	436	14800SH	Sole		14800
Proctor and GaCOM	742718109	3061	34300SH	Sole	1100	33200
Public ServiceCOM	744573106	2510	61500SH	Sole		61500
Quaker Oats CoCOM	747402105	19242	289895SH	Sole	9400	280495
Ralston PurinaCOM	751277302	3993	131200SH	Sole	4600	126600
Rite Aid Corp.COM	767754104	4947	200900SH	Sole	6900	194000
Royal Dutch PeCOM	780257804	42632	707581SH	Sole	24200	683381
SAFECO Corp. COM	786429100	18559	420599SH	Sole	13400	407199
SBC CommunicatCOM	78387G103	43486	749759SH	Sole	25700	724059
SCANA CorporatCOM	805898103	6519	278895SH	Sole	9100	269795
Sara Lee Corp.COM	803111103	12240	539512SH	Sole	18300	521212
Schlumberger LCOM	806857108	9782	153600SH	Sole	5500	148100
Sears, RoebuckCOM	812387108	1479	33200SH	Sole	1100	32100
Sempra Energy COM	816851109	4835	213681SH	Sole	6315	207366
Shell Transp &COM	822703609	580	12500SH	Sole		12500
Southern Co. COM	842587107	21632	816305SH	Sole	25000	791305
St. Paul Cos. COM	792860108	14019	440665SH	Sole	12800	427865
TECO Energy, ICOM	872375100	7344	322812SH	Sole	10400	312412
Texaco Inc. COM	881694103	54212	869132SH	Sole	30000	839132
Texas UtilitieCOM	882848104	16199	390929SH	Sole	11723	379206
Thomas & BettsCOM	884315102	10375	219567SH	Sole	7400	212167
U S West Inc. COM	91273H101	48654	828157SH	Sole	29834	798323
U.S. Bancorp COM	902973106	14585	436989SH	Sole	15145	421844
UST Inc. COM	902911106	9604	327646SH	Sole	12200	315446
USX-Marathon GCOM	902905827	14827	455341SH	Sole	14600	440741
Union Pacific COM	907818108	16613	284897SH	Sole	9400	275497
Unocal Corp. COM	915289102	2948	74400SH	Sole	2600	71800
Wachovia CorpoCOM	929771103	20417	238617SH	Sole	7600	231017
Washington MutCOM	939322103	22883	643457SH	Sole	21760	621697
Wells Fargo & COM	949746101	6160	144100SH	Sole	4900	139200
Weyerhaeuser CCOM	962166104	22271	323946SH	Sole	11100	312846
Whirlpool CorpCOM	963320106	10700	144597SH	Sole	5100	139497
Wisconsin EnerCOM	976657106	7407	295544SH	Sole	10400	285144

</table >

</TABLE>