SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, DC 20549

FORM 10-K

/X/ Annual report pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934 (Fee Required)

For the Fiscal Year Ended JULY 31, 1996

Commission File Number 0-12730

W.H. BRADY CO.
(Exact name of registrant as specified in charter)

WISCONSIN	39-0178960
(State of Incorporation)	(IRS Employer Identification No.)

6555 West Good Hope Road
Milwaukee, WI 53223
(Address of Principal Executive Offices and Zip Code)

(414) 358-6600
(Registrant's Telephone Number)

Securities Registered Pursuant to Section 12(b) of the Act:

None

Securities Registered Pursuant to Section 12(g) of the Act:

Class A Nonvoting Common Stock, Par Value $.01 per share

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the Registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days. Yes /X/ No / /

Indicate by check mark if disclosure of delinquent filers pursuant to Item 405 of Regulation S-K is not contained herein, and will not be contained, to the best of the registrant's knowledge, in definitive proxy or information statements incorporated by reference in Part III of this Form 10-K or any amendment to this Form 10-K. Yes / / No /X/

As of September 30, 1996, there were outstanding 20,131,551 shares of Class A Nonvoting Common Stock (the "Class A Common Stock"), and 1,769,314 shares of Class B Common Stock. The Class B Common Stock, all of which is held by affiliates of the Registrant, is the only voting stock.

DOCUMENTS INCORPORATED BY REFERENCE
W.H. Brady Co. 1996 Annual Report, Incorporated into Part II & IV

W.H. BRADY CO. AND SUBSIDIARIES

SCHEDULE II - VALUATION AND QUALIFYING ACCOUNTS

	YEAR ENDED JULY 31,		
	1996	1995	1994
	(DOLLARS IN THOUSANDS)		
DESCRIPTION			
Valuation accounts deducted in balance sheet from assets to which they apply --			
Accounts receivable -- allowance for losses:			
Balances at beginning of period	$1,881	$1,565	$1,247
Additions -- Charged to expense	367	463	725
Additions -- From businesses acquired	130		
Deductions -- Bad debts written off, net of recoveries	(386)	(147)	(407)
Balances at end of period	$1,992	$1,881	$1,565

SIGNATURES

Pursuant to the requirements of Section 13 or 15(d) of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized this twenty-fifth day of October, 1996

W.H. BRADY CO.

By /s/ D. P. DELUCA

D. P. DeLuca
Senior Vice President, Treasurer,
and Assistant Secretary
(Principal Accounting Officer)
(Principal Financial Officer)

Pursuant to the requirements of the Securities Exchange Act of 1934, this report signed below by the following persons on behalf of the Registrant and in the capacities and on the dates indicated.

/s/ K. M. HUDSON K. M. Hudson	President and Director (Principal Executive Officer)	October 25, 1996
/s/ P. J. LETTENBERGER P. J. Lettenberger	Director	October 25, 1996
/s/ R. A. BEMIS R. A. Bemis	Director	October 25, 1996
W.H. Brady II	Director	
E. B. Lurie	Director	
F. W. Harris	Director	
/s/ R. C. BUCHANAN R. C. Buchanan	Director	October 25, 1996
R. D. Peirce	Director	
/s/ D. P. DELUCA D. P. DeLuca	Director	October 25, 1996
/s/ G. E. NEI G. E. Nei	Director	October 25, 1996