

SECURITIES AND EXCHANGE COMMISSION

WASHINGTON, D.C. 20549

FORM 8-K

CURRENT REPORT

PURSUANT TO SECTION 13 OR 15(d) OF
THE SECURITIES AND EXCHANGE ACT OF 1934

Date of Report (Date of Earliest Event Reported): October 23, 1995

HASBRO, INC.

(Name of Registrant)

RHODE ISLAND ----- (State of Incorporation)	1-6682 ----- (Commission File Number)	05-0155090 ----- (IRS Employer Identification No.)
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1027 NEWPORT AVE., PAWTUCKET, RHODE ISLAND ----- (Address of Principal Executive Offices)	02861 ----- (Zip Code)
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(401) 431-8697

(Registrant's Telephone Number)

Item 5. Other Events

The October 23, 1995 Press Release of the Registrant attached hereto as EXHIBIT 99 is incorporated herein by reference.

Item 7. Financial Statements and Exhibits

99 Press Release, dated October 23, 1995, of Hasbro, Inc.

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 thereunto duly authorized.

HASBRO, INC.

(Registrant)

Date: October 23, 1995

By:\s\John T. O'Neill

John T. O'Neill

Executive Vice President and
Chief Financial Officer
(Duly Authorized Officer and
Principal Financial Officer)

HASBRO, INC.
Current Report on Form 8-K
Dated October 23, 1995

Exhibit Index

Exhibit
No.

Exhibits

99 Press Release dated October 23, 1995

For Immediate Release
October 23, 1995

Contact: John T. O'Neill
Telephone: 401-431-8500

HASBRO, INC. ANNOUNCES REVENUES AND
EARNINGS FOR THIRD QUARTER 1995

Pawtucket, RI (October 23, 1995) -- Hasbro, Inc. (HAS:ASE) today reported results for its third quarter ended October 1, 1995.

Revenues were \$826,165,000, compared to the \$796,222,000 reported in the third quarter of 1994. Net earnings for the quarter were \$63,572,000, or \$.72 per share. For the same period of 1994, absent the impact of several unusual items which, in the aggregate, increased pretax earnings by approximately \$10,500,000, earnings were \$68,515,000, or \$.77 per share. Reported 1994 third quarter net earnings were \$75,151,000, or \$.85 per share.

For the year to date, revenues totaled \$1,834,522,000 a 6% increase from the \$1,729,679,000 of 1994. Earnings for the nine months, absent the impact of a second quarter \$31,100,000 pretax charge related to a discontinued development project, were \$89,488,000, or \$1.01 per share. Net earnings for the year to date were \$70,362,000, or \$.80 per share. Net earnings for the nine months of 1994 were \$99,220,000, or \$1.11 per share.

"Again this quarter, we are pleased to report that revenues from both our international units and the domestic games group reached record levels", said Alan G. Hassenfeld, Chairman and Chief Executive Officer. "These increased revenues did not, however, translate into earnings growth. This was due to several factors including the impact on our marketing-related costs of a less favorable mix of products sold and the effect of investment spending in several of our newer operations. While we continue to believe that full year revenues will exceed those of a year ago, we now anticipate that full year earnings, absent the second quarter discontinued development charge, will approximate those of a year ago."

He continued, "As we enter the very important fourth quarter, we believe that we are well positioned with our core brands, including games and puzzles from Milton Bradley and Parker Brothers, Batman(R) action figures and accessories, Cindy(R), our internationally marketed fashion doll, and the Nerf(R), and Tonka(R) items. We also believe that our new product introductions, many of which are just now appearing on retailers' shelves, will be well received during the Christmas buying season."

Mr. Hassenfeld concluded, "Looking beyond 1995, we are optimistic about the future. Our innovative and creative 1996 line was previewed by customers earlier this month and received very positive reaction. In addition, we are eagerly working on the first products being developed under the previously announced worldwide alliance with DreamWorks SKG. Through this arrangement we will jointly create, produce and market a line of products, with the first introductions coming to market in early 1997."

Hasbro is a worldwide leader in the design, manufacture and marketing of toys, games, puzzles and infant care products. Both internationally and domestically its Playskool, Kenner, Tonka, Milton Bradley and Parker Brothers products provide children and families with the highest quality and most recognizable toys and games in the world.

(Tables Attached)

HASBRO, INC.

CONSOLIDATED STATEMENTS OF EARNINGS

(Thousands of Dollars and Shares Except Per Share Data)

Quarter Ended Nine Months Ended(1)

	Oct 1, 1995	Sep 25, 1994	Oct 1, 1995	Sep 25, 1994
Net Revenues	\$826,165	\$796,222	\$1,834,522	\$1,729,679
Cost of Sales	360,852	352,129	807,509	763,507
Gross Profit	465,313	444,093	1,027,013	966,172
Amortization	9,718	9,598	28,686	27,196
Royalties, Research and Development	78,318	75,359	195,487	180,781
Discontinued Development Project	-	-	31,100	-
Advertising	123,537	116,307	261,934	241,294
Selling, Distribution and Administration	142,977	123,067	382,785	343,337
Restructuring Charges	-	12,500	-	12,500
Operating Profit	110,763	107,262	127,021	161,064
Interest Expense	10,932	8,776	24,139	18,821
Other (Income), Net	(3,539)	(23,710)	(11,528)	(26,053)
Earnings Before Income Taxes and Cumulative Effect of Change in Accounting Principles	103,370	122,196	114,410	168,296
Income Taxes	39,798	47,045	44,048	64,794
Earnings Before Cumulative Effect of Change in Accounting Principles	63,572	75,151	70,362	103,502
Cumulative Effect of Change in Accounting Principles	-	-	-	(4,282)
Net Earnings	\$ 63,572	\$ 75,151	\$ 70,362	\$ 99,220
Per Common Share(2)				
Earnings Before Cumulative Effect of Change in Accounting Principles	\$.72	\$.85	\$.80	\$ 1.16
Net Earnings	\$.72	\$.85	\$.80	\$ 1.11
Cash Dividends Declared	\$.08	\$.07	\$.24	\$.21
Weighted Average Number of Shares	88,347	88,841	88,290	89,592

(1) - 1995 consists of 40 weeks; 1994, 39 weeks.

(2) - Primary and fully diluted data are not shown separately as they are substantially the same.

HASBRO, INC.

CONSOLIDATED CONDENSED BALANCE SHEETS

(Thousands of Dollars)

	Oct. 1, 1995	Sep. 25, 1994
Assets		
Cash and Temporary Investments	\$ 53,785	\$ 60,044
Accounts Receivable, Net	1,128,119	1,118,622
Inventories	390,095	333,089
Other	158,264	147,167
Total Current Assets	1,730,263	1,658,922
Property, Plant and Equipment, Net	306,464	296,986
Other Assets	880,782	760,406
Total Assets	\$2,917,509	\$2,716,314

Liabilities and Shareholders' Equity

Short-term Borrowings	\$ 566,820	\$ 486,252
Payables and Accrued Liabilities	673,621	658,520
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Total Current Liabilities	1,240,441	1,144,772
Long-term Debt	149,991	150,437
Deferred Liabilities	65,143	73,057
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Total Liabilities	1,455,575	1,368,266
Total Shareholders' Equity	1,461,934	1,348,048
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Total Liabilities and Shareholders' Equity	\$2,917,509	\$2,716,314
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