

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): April 18, 1996

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 April 18, 1996 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 April 18, 1996, 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: April 18, 1996

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 April 18, 1996

Exhibit Index

Exhibit No. -----	Exhibits -----
99	Press Release dated April 18, 1996

For Immediate Release
April 18, 1996

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

HASBRO, INC. ANNOUNCES 12% EARNINGS
GROWTH FOR FIRST QUARTER 1996

Pawtucket, RI (April 18, 1996) -- Hasbro, Inc. (HAS:ASE) today reported first quarter net earnings of \$24.4 million, or \$.28 per share, up more than 12% from the \$21.7 million, or \$.25 per share in 1995. Revenues also grew, increasing to \$538.7 million from the \$526.5 million reported last year.

"We are pleased to again report both earnings and revenue growth despite the continuing efforts in the retailing industry to reduce inventory levels," said Alan G. Hassenfeld, Chairman and Chief Executive Officer.

"Our revenue growth this quarter came in the United States with the major portion occurring in the Hasbro Toy Group. Our Star Wars(R) and Batman(R) action figures, the growing line of activity items, several of our large dolls, including Baby Go Bye Bye(TM), many of Playskool's long-term staples and the Super Soaker(TM) products are all moving well at retail. In the games area, Milton Bradley and Parker Brothers each reported small revenue increases, with their classic games remaining strong. Notably, one of Milton Bradley's new introductions, Goosebumps(TM), has established itself as the number one selling board game at retail. Also contributing to our increased volume was Hasbro Interactive, with its growing library of CD ROM products. Internationally, in most major markets, we experienced a decline in revenues compared to those of a year ago, a trend which we do not anticipate will continue for the full year."

He continued by noting, "Hasbro's increased earnings reflects our continuing commitment to more effectively manage our expenses. The lower cost of certain raw material commodities also provided a benefit as anticipated. These positive results, however, were adversely impacted by approximately \$.02 per share during the quarter as a result of costs associated with an unsolicited business combination proposal."

Mr. Hassenfeld concluded, "We are encouraged by these results and will continue our efforts to provide entertaining products for children and adults, while at the same time enhancing value to our shareholders. Some of the products premiering in 1996 include new boys' items from the Star Wars(R) Shadows of the Empire(TM) collection and the Batman(R) Total Justice(TM) line; girls' products, including new entries from Baby Alive(R) and Baby All Gone(R); games, such as the electronic handheld versions of Battleship(R) and Connect Four(R); Playskool's new Magic Touch Talking Books, and several activity items from Scholastic's popular book and TV series, Goosebumps(TM)."

(Tables Attached)

HASBRO, INC.

CONSOLIDATED STATEMENTS OF EARNINGS

(Thousands of Dollars and Shares Except Per Share Data)

	Quarter Ended(1)	
	Mar. 31, 1996	Apr. 2, 1995
Net Revenues	\$538,685	526,503
Cost of Sales	237,771	232,572
Gross Profit	300,914	293,931
Amortization	9,799	9,243
Royalties, Research and Development	54,422	55,084
Advertising	70,276	70,233
Selling, Distribution and Administration	125,365	120,803

Operating Profit	41,052	38,568
Interest Expense	4,906	5,823
Other (Income), Net	(2,963)	(2,512)
Earnings Before Income Taxes	39,109	35,257
Income Taxes	14,744	13,574
Net Earnings	\$ 24,365	21,683
Per Common Share(2)		
Net Earnings	\$.28	.25
Cash Dividends Declared	\$.10	.08
Weighted Average Number of Shares	88,107	88,153

(1) - 1996 consists of 13 weeks; 1995, 14 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)

	Mar. 31, 1996	Apr. 2, 1995
Assets		
Cash and Temporary Investments	\$ 136,860	189,777
Accounts Receivable, Net	528,632	475,813
Inventories	335,067	276,938
Other	175,961	170,323
Total Current Assets	1,176,520	1,112,851
Property, Plant and Equipment, Net	307,217	308,469
Other Assets	920,123	908,443
Total Assets	\$2,403,860	2,329,763
Liabilities and Shareholders' Equity		
Short-term Borrowings	\$ 93,402	162,736
Payables and Accrued Liabilities	534,478	531,216
Total Current Liabilities	627,880	693,952
Long-term Debt	149,987	150,000
Deferred Liabilities	72,409	65,809
Total Liabilities	850,276	909,761
Total Shareholders' Equity	1,553,584	1,420,002
Total Liabilities and Shareholders' Equity	\$2,403,860	2,329,763