

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): July 24, 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 July 24, 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 July 24, 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: July 24, 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 July 24, 1995

Exhibit Index

Exhibit
No.

Exhibits

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99 Press Release dated July 24, 1995

For Immediate Release
July 24, 1995

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

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

Pawtucket, RI (July 24, 1995) -- Hasbro, Inc. (HAS:ASE) today reported results for its second quarter ended July 2, 1995.

Revenues were \$481,854,000, an 8% increase from the \$444,324,000 reported in the second quarter of 1994. As previously announced, during the quarter the Company recorded a \$31,100,000 pre-tax charge related to the discontinuance of efforts to develop a virtual reality game system. Absent the impact of this charge, earnings for the quarter were \$4,233,000, or \$.05 per share. The net loss for the quarter was \$14,893,000, or \$.17 per share, compared to net earnings of \$1,634,000, or \$.02 per share reported a year ago.

For the year to date, revenues totaled \$1,008,357,000, also an 8% increase from the \$933,457,000 in 1994. Earnings for the six months, again absent the impact of the aforementioned charge, were \$25,916,000, or \$.29 per share. Net earnings for the year to date were \$6,790,000, or \$.08 per share, compared to earnings before cumulative effect of change in accounting principles of \$28,351,000, or \$.32 per share a year ago. Net earnings for the six months of 1994 were \$24,069,000, or \$.27 per share.

"We are pleased to report that revenues from our international units, with strong local currency growth in the major European markets, and the games group, up an impressive 21%, again reached record levels for the quarter", said Alan G. Hassenfeld, Chairman and Chief Executive Officer. "Both this revenue growth and an improvement in margins contributed to our higher earnings for the quarter, before the impact of the discontinued development project."

Mr. Hassenfeld concluded by noting, "We are continuing to experience the strength of our core brands, including games and puzzles from Milton Bradley and Parker Brothers, Batman(R) action figures and accessories, Sindy(R), our internationally marketed fashion doll, and the Nerf(R) items. We are also seeing a positive response - from customers and consumers alike - to our new products based on the recently released movie, Batman Forever(R), and expect that they, along with other new introductions from the Hasbro Toy Group which were not available during the second quarter, will be a major contributor to our third and fourth quarters. Several other new items, including POG(TM) The Game, Space Shooter(TM), Fantastic Sand Surprises(TM) and Playskool's 1-2-3 Baseball(TM) are also being well received. As a result, we believe that our full year 1995 revenues and earnings, even after the virtual reality charge, will exceed those of a year ago.

(Tables Attached)

HASBRO, INC.

CONSOLIDATED STATEMENTS OF EARNINGS

(Thousands of Dollars and Shares Except Per Share Data)

	Quarter Ended		Six Months Ended (1)	
	Jul 2, 1995	Jun 26, 1994	Jul 2, 1995	Jun 26, 1994
Net Revenues	\$481,854	\$444,324	\$1,008,357	\$ 933,457
Cost of Sales	214,085	203,178	446,657	411,378
Gross Profit	267,769	241,146	561,700	522,079
Amortization	9,725	8,805	18,968	17,598
Royalties, Research and Development	62,085	55,102	117,169	105,422
Discontinued Development Project	31,100	-	31,100	-
Advertising	68,164	60,428	138,397	124,987
Selling, Distribution and Administration	119,005	109,980	239,808	220,270

Operating Profit (Loss)	(22,310)	6,831	16,258	53,802
Interest Expense	7,384	4,609	13,207	10,045
Other (Income), Net	(5,477)	(435)	(7,989)	(2,343)
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Earnings (Loss) Before Income Taxes and Cumulative Effect of Change in Accounting Principles	(24,217)	2,657	11,040	46,100
Income Taxes	(9,324)	1,023	4,250	17,749
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Earnings (Loss) Before Cumulative Effect of Change in Accounting Principles	(14,893)	1,634	6,790	28,351
Cumulative Effect of Change in Accounting Principles	-	-	-	(4,282)
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Net Earnings (Loss)	\$(14,893)	\$ 1,634	\$ 6,790	\$ 24,069
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Per Common Share(2)				
Earnings (Loss) Before Cumulative Effect of Change in Accounting Principles	\$ (.17)	\$.02	\$.08	\$.32
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Net Earnings (Loss)	\$ (.17)	\$.02	\$.08	\$.27
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Cash Dividends Declared	\$.08	\$.07	\$.16	\$.14
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Weighted Average Number of Shares	87,719	89,836	88,263	89,968
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(1) - 1995 consists of 27 weeks; 1994, 26 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)

	Jul. 2, 1995	Jun. 26, 1994
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Assets		
Cash and Temporary Investments	\$ 86,213	\$ 46,427
Accounts Receivable, Net	654,216	635,893
Inventories	364,042	338,444
Other	161,093	153,075
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Total Current Assets	1,265,564	1,173,839
Property, Plant and Equipment, Net	309,571	292,794
Other Assets	884,633	700,509
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Total Assets	\$2,459,768	\$2,167,142
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Liabilities and Shareholders' Equity		
Short-term Borrowings	\$ 353,051	\$ 129,488
Payables and Accrued Liabilities	487,789	472,982
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Total Current Liabilities	840,840	602,470
Long-term Debt	149,993	200,458
Deferred Liabilities	66,292	70,946
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Total Liabilities	1,057,125	873,874
Total Shareholders' Equity	1,402,643	1,293,268
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Total Liabilities and Shareholders' Equity	\$2,459,768	\$2,167,142
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