

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 20, 1995

HASBRO, INC.

(Name of Registrant)

RHODE ISLAND ----- (State of Incorporation)	1-6682 ----- (Commission File Number)	05-0155090 ----- (IRS Employer Identification No.)
--	--	---

1027 NEWPORT AVE., PAWTUCKET, RHODE ISLAND ----- (Address of Principal Executive Offices)	02861 ----- (Zip Code)
---	------------------------------

(401) 431-8697

(Registrant's Telephone Number)

Item 5. Other Events

The April 20, 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 April 20, 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: April 20, 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 April 20, 1995

Exhibit Index

Exhibit No. -----	Exhibits -----
99	Press Release dated April 20, 1995

For Immediate Release
April 20, 1995

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

HASBRO, INC. ANNOUNCES RESULTS
FOR FIRST QUARTER 1995

Pawtucket, RI (April 20, 1995) -- Hasbro, Inc. (HAS:ASE) today reported results for its first quarter ended April 2, 1995.

Revenues increased approximately 8% to \$526,503,000 from the \$489,133,000 reported in the first quarter of 1994. Net earnings for the quarter were \$21,683,000 compared with \$22,435,000 in 1994. Earnings per share were \$.25 in both years. 1994 earnings before cumulative effect of change in accounting principles were \$26,717,000, or \$.30 per share.

"We are pleased to report that revenues from our international marketing units reached record first quarter levels," said Alan G. Hassenfeld, Chairman and Chief Executive Officer, "as did those from the Hasbro Games Group."

"Almost all of the European markets reported increased revenues in their local currencies which were then augmented by the impact of the weakened U.S. dollar. Our Asia/Pacific units, as a group, also experienced significant improvement over 1994 levels, up approximately 10% in constant dollars. Canada, Mexico and Latin America, as a group, overcame the negative impact of foreign currency rate changes and also reported growth. Domestically, the Hasbro Games Group showed impressive revenue increases, up more than 15% from their 1994 level, and as expected, the Hasbro Toy Group lagged 1994 amounts."

He continued, "Our core classic 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) items continue to be favorites in the marketplace, while several new items, including Fantastic Sand Surprises(TM) and Playskool's Moon Bouncer(TM) and 1-2-3 Baseball(TM) are off to a good start."

Mr. Hassenfeld concluded by noting "Even though our revenues were strong, we were not able to translate this into earnings growth in the first quarter. The increased contributions from the international and games units were not sufficient to offset an unfavorable shift in the mix of products sold by the Hasbro Toy Group during the quarter. Later in the year, as products introduced at the February Toy Fair become available, their product mix should improve. We continue to believe that our strong and diverse portfolio of products will allow us to grow, both in earnings and revenues."

(Tables Attached)

HASBRO, INC.

CONSOLIDATED STATEMENTS OF EARNINGS

(Thousands of Dollars and Shares Except Per Share Data)

	Quarter Ended(1)	
	Apr. 2, 1995	Mar. 27, 1994
Net Revenues	\$526,503	489,133
Cost of Sales	232,572	208,200
Gross Profit	293,931	280,933
Amortization	9,243	8,793
Royalties, Research and Development	55,084	50,320
Advertising	70,233	64,559
Selling, Distribution and Administration	120,803	110,290

Operating Profit	38,568	46,971
Interest Expense	5,823	5,436
Other (Income), Net	(2,512)	(1,908)
	-----	-----
Earnings Before Income Taxes and Cumulative Effect of Change in Accounting Principles	35,257	43,443
Income Taxes	13,574	16,726
	-----	-----
Earnings Before Cumulative Effect of Change in Accounting Principles	21,683	26,717
Cumulative Effect of Change in Accounting Principles	-	(4,282)
	-----	-----
Net Earnings	\$ 21,683	22,435
	=====	=====
Per Common Share(2)		
Earnings Before Cumulative Effect of Change in Accounting Principles	\$.25	.30
	=====	=====
Net Earnings	\$.25	.25
	=====	=====
Cash Dividends Declared	\$.08	.07
	=====	=====
Weighted Average Number of Shares	88,153	90,100
	=====	=====

(1) - 1995 consists of 14 weeks; 1994, 13 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)

	Apr. 2, 1995	Mar. 27, 1994
	-----	-----
Assets		
Cash and Temporary Investments	\$ 189,777	250,262
Accounts Receivable, Net	475,813	449,981
Inventories	276,938	271,319
Other	170,323	150,504
	-----	-----
Total Current Assets	1,112,851	1,122,066
Property, Plant and Equipment, Net	308,469	282,978
Other Assets	908,443	708,306
	-----	-----
Total Assets	\$2,329,763	2,113,350
	=====	=====
Liabilities and Shareholders' Equity		
Short-term Borrowings	\$ 162,736	53,091
Payables and Accrued Liabilities	531,216	491,743
	-----	-----
Total Current Liabilities	693,952	544,834
Long-term Debt	150,000	200,479
Deferred Liabilities	65,809	73,171
	-----	-----
Total Liabilities	909,761	818,484
Total Shareholders' Equity	1,420,002	1,294,866
	-----	-----
Total Liabilities and Shareholders' Equity	\$2,329,763	2,113,350
	=====	=====

