UNITED STATES

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 10-Q

Quarterly Report Under Section 13 or 15 (d) of the - - - - - - - - - -Securities Exchange Act of 1934

For the Quarterly Period Ended September 30, 1997

Transition Report Pursuant to Section 13 or 15 (d) of the Securities Exchange Act of 1934

Commission File Number 0-4604

CINCINNATI FINANCIAL CORPORATION -----

(Exact name of registrant as specified in its charter)

An Ohio Corporation 31-0746871 (State or other jurisdiction of incorporation or organization) (I.R.S. Employer Identification No.)

> 6200 South Gilmore Road Fairfield, Ohio 45014-5141

(Address of principal executive offices)

Registrant's telephone number, including area code: 513/870-2000

*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 ,

Securities registered pursuant to Section 12(g) of the Act:

\$2.00 Par Common--54,899,262 shares outstanding at September 30, 1997

\$79,107,000 of 5-1/2% Convertible Senior Debentures Due 2002

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PART I

ITEM 1. FINANCIAL STATEMENTS

CINCINNATI FINANCIAL CORPORATION AND SUBSIDIARIES CONSOLIDATED BALANCE SHEETS

CONSOLIDATED BALANCE SHEETS		
	(Unaudited) September 30, 1997	December 31, 1996
ASSETS		
Cash Investments	\$ 78,054,123	\$ 59,933,485
Fixed Maturities (Cost: 1997\$2,576,561,850; 1996\$2,431,785,016) Equity Securities (Cost: 1997\$1,648,834,145;	2,753,846,127	2,561,805,150
1996\$1,537,188,704) Other Invested Assets	5,158,711,975 55,790,927	3,740,180,384 53,003,602
Finance Receivables Premiums Receivable Reinsurance Receivable	30,860,479 162,922,022 100,261,134	26,864,459 162,045,482 115,906,385
Prepaid Reinsurance Premiums	100,261,134 24,002,429 72,202,610	22, 924, 443
Investment Income Receivable Land, Buildings and Equipment for Company Use (at Cost	73,303,619	70,446,495
Less Accumulated Depreciation) Deferred Acquisition Costs Pertaining to Unearned	40,921,964	39,486,095
Premiums and to Life Policies in ForceOther Assets	133,150,352 28,828,114	127,587,814 65,330,026
Total Assets	\$ 8,640,653,265 ======	\$ 7,045,513,820 =========
LIABILITIES		
Insurance Reserves: Life Policy Reserves Losses and Loss Expenses	\$ 471,773,728 1,926,558,010	\$ 440,280,714 1,881,167,249
Unearned Premiums	440,375,781 276,987,670	425,750,431 262,097,826
5-1/2% Convertible Senior Debentures Due 2002 Federal Income Taxes	79,107,000	79,847,000
Current Deferred	24,922,619 1,151,049,963	13,408,903 676,892,687
Other Liabilities	125,616,976	103,180,572
Total Liabilities	4,496,391,747	3,882,625,382
SHAREHOLDERS' EQUITY Common Stock, \$2 per Share; Authorized 80,000,000 Shares; Issued 199755,922,058; 199655,828,615 Shares; Outstanding 199754,899,262; 199655,636,476		
Shares Paid-In Capital	111,844,116 405,622,143	111,657,230 401,861,619
Retained Earnings Unrealized Gain on Investments, Less Taxes	1,291,936,526 2,407,904,771	1,132,879,714 1,527,707,080
	4,217,307,556	3,174,105,643
Less Treasury Shares at Cost (19971,022,796 Shares; 1996192,139 Shares)	(73,046,038)	(11,217,205)
Total Shareholders' Equity	4,144,261,518	3,162,888,438
Total Liabilities and Shareholders' Equity	\$ 8,640,653,265	\$ 7,045,513,820 ==============

Accompanying notes are an integral part of these financial statements.

CINCINNATI FINANCIAL CORPORATION AND SUBSIDIARIES CONSOLIDATED STATEMENTS OF INCOME (UNAUDITED)

		Ended Sept. 30,		
	1997	1996	1997	1996
Revenues:				
Premiums Earned:				
Property and Casualty	\$ 1,082,563,400	\$ 1,014,604,868	\$ 365,579,157	\$ 343,761,384
Life	41,117,697	37,527,566	13,680,243	12,484,097
Accident and Health	6,057,542	5,696,378	2,103,836	1,938,550
Net Premiums Earned	1,129,738,639	1,057,828,812	381,363,236	358,184,031
Investment Income, Less Expenses	259,166,563	242,451,646	88,245,573	79,929,131
Realized Gain on Investments	64, 598, 644	40,939,681	20, 307, 656	15,050,236
Other Income	6,474,074	8,301,379	2,121,940	2,517,977
Total Revenues	1,459,977,920	1,349,521,518	492,038,405	455,681,375
Benefits & Expenses:				
Ins. Losses and Policyholder Ben	790,049,819	825,923,896	264,359,740	285,994,824
Commissions	214,142,867	191,965,072	73,264,195	67,755,020
Other Operating Expenses	101,502,008	83,253,361	34,337,174	28,269,464
Taxes, Licenses & Fees	37,162,621	32,678,364	12,208,254	10,971,913
Increase in Deferred Acquisition Costs Pertaining to Unearned Premiums and to Life Policies				
in Force	(5,562,538)	(5,301,048)	(3,149,137)	(2,631,647)
Interest Expense	15,314,595	13,885,007	5,536,084	4,763,461
Other Expenses	6,784,884	4,987,529	3,517,977	1,899,951
Total Expenses	1,159,394,256	1,147,392,181	390,074,287	397,022,986
Income Before Income Taxes	300,583,664	202,129,337	101,964,118	58,658,389
Provision (Ben.) for Inc. Taxes:				
Current	72,922,376	48,031,937	26,976,070	13,999,560
Deferred	784,284	(6,695,743)	(2,011,669)	(2,289,871)
Total	73,706,660	41,336,194	24,964,401	11,709,689
Net Income	\$ 226,877,004	\$ 160,793,143	\$ 76,999,717	\$ 46,948,700
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Weighted Avg. Shares Outstanding	57,427,112	57,807,728	56,654,574	57,799,697
	=============	================	================	=============
Per Common Share:	*•	*• • •	• · ·	• • • •
Total Net Income	\$3.99	\$2.82	\$1.37	\$.82
	=====	=====	=====	=====
Cash Dividends Declared	\$1.23	\$1.09	\$.41	\$.37
	=====	=====	=====	======

Accompanying notes are an integral part of these financial statements.

CINCINNATI FINANCIAL CORPORATION AND SUBSIDIARIES

CONSOLIDATED STATEMENT OF SHAREHOLDERS' EQUITY (UNAUDITED)

NINE MONTHS ENDED SEPTEMBER 30, 1996 AND 1997

	Commo Shares 	on Stock Amount	Treasury Stock	Paid-In Capital	Retained Earnings	Unrealized Capital Gains
Bal. Dec. 31, 1995	53,084,081	\$ 106,168,162	\$ (1,383,492)	\$ 237,171,509	\$1,156,626,751	\$1,159,388,263
Net Income					160,793,143	
Change in Unreal. Gains Net of Inc. Taxes of \$87,824,988						163,103,550
Div. Declared					(60,913,179)	
5% Stock Div at Market	2,652,110	5,304,220		160,452,655	(166,008,726)*	
Purchase/Issuance of Treasury Shares			(4,566,516)	744,299		
Stock Options Exercised	75,818	151,636		2,748,335		
Bal. Sept. 30, 1996	55,812,009 ======	\$ 111,624,018 =======	\$ (5,950,008) =======	\$ 401,116,798	\$1,090,497,989 =======	\$1,322,491,813 =======
Bal. Dec. 31, 1996	55,828,615	\$ 111,657,230	\$ (11,217,205)	\$ 401,861,619	\$1,132,879,714	\$1,527,707,080
Net Income					226,877,004	
Change in Unreal Gains Net of Inc. Taxes of \$473,952,603						880,197,691
Div. Declared					(67,819,877)	
Purchase/Issuance of Treasury Shares			(61,828,833)	21,346		
Stock Options Exercised	76,865	153,730		3,032,334		
Conversion of Debentures	16,578	33,156		706,844	(315)	
Bal. Sept. 30, 1997	55,922,058 ======	\$ 111,844,116 =======	\$ (73,046,038) =======	\$ 405,622,143 =======	\$1,291,936,526 =======	\$2,407,904,771 ======

Accompanying notes are an integral part of these financial statements.

*Includes \$251,851 for fractional shares on March 15, 1996.

CINCINNATI FINANCIAL CORPORATION AND SUBSIDIARIES CONSOLIDATED STATEMENTS OF CASH FLOWS (UNAUDITED)

	Nine Months Ended Sept. 30,		
	1997	1996	
Cash flows from operating activities:			
Net income Adjustments to reconcile operating income to net cash provided by operating activities:	\$ 226,877,004	\$ 160,793,143	
Depreciation and amortization Increase in net unearned premiums	7,603,620 13,547,364	3,079,669 12,722,602	
Increase in net life policy reserves Increase in net loss and loss expense reserves	31,493,014 61,036,012 (876,540)	25,999,690 104,470,512 6,628,615	
Increase in deferred acquisition costs Increase in other liabilities	(5,562,538) 20,497,853	(5,301,048) 7,637,661	
Increase in investment income receivable	(2,857,124) (119,280) 36,621,192	(2,974,250) 490,827 3,136,142	
Increase in current income taxes	204,673 11,513,716	(6,695,743) 4,031,939	
Realized gain on investmentsOther	(64,598,644) 530,970	(40,939,681) (248,523)	
Net cash provided by operating activities	335,911,292	272,831,555	
Cash flows from investing activities: Sale of fixed maturities investments	142 167 546	114 006 810	
Called and maturity of fixed maturities investments	142,167,546 233,396,586 212,163,651	114,996,810 163,806,962 210,796,170	
Collection of finance receivables Purchase of fixed maturities investments	4,745,904 (506,316,593)	7,584,116 (398,394,012)	
Purchase of equity securities investments Investment in land, buildings and equipment Investment in finance receivables	(271,335,022) (10,819,751) (8,746,781)	(281,615,680) (12,055,474) (12,214,273)	
Investment in other invested assets	(3,432,974)	(2,915,505)	
Net cash used in investing activities	(208,177,434)	(210,010,886)	
Cash flows from financing activities: Proceeds from stock options exercised	3,186,064	2,899,971	
Purchase of treasury shares Increase in notes payable	(61,807,487) 14,889,844	(3,822,217) 31,769,909	
Payment of cash dividends to shareholders	(65,881,641)	(58, 317, 239)	
Net cash used in financing activities	(109,613,220)	(27,469,576)	
Net increase in cash Cash at beginning of period	18,120,638 59,933,485	35,351,093 20,019,459	
Cash at end of period	\$ 78,054,123 =======	\$ 55,370,552 =========	
Supplemental disclosures of cash flow information Interest paid	\$ 15,673,319	\$ 12,481,950	
Interest para	=============	=================	
Income taxes paid	\$ 61,988,270 =======	\$ 44,000,000 ======	

Accompanying notes are an integral part of these financial statements.

CINCINNATI FINANCIAL CORPORATION AND SUBSIDIARIES NOTES TO CONSOLIDATED FINANCIAL STATEMENTS (UNAUDITED)

NOTE I - ACCOUNTING POLICIES

The consolidated financial statements include the accounts of the Company and all of its subsidiaries, each of which is wholly owned, and are presented in conformity with generally accepted accounting principles. All significant inter-company investments and transactions have been eliminated in consolidation. The December 31, 1996 consolidated balance sheet amounts are derived from the audited financial statements but do not include all disclosures required by generally accepted accounting principles.

INVESTMENTS--Fixed maturities and equity securities have been classified as available for sale and are carried at fair values at September 30, 1997 and December 31, 1996.

UNREALIZED GAINS AND LOSSES--The increases (decreases) in unrealized gains for fixed maturities and equity securities (net of income tax effect) for the nine-month and three-month periods ended September 30 are as follows:

	Fixed Maturities	Equity Securities	Total
Nine-Month Periods Ended			
September 30, 1997	\$ 30,721,693	\$849,475,998	\$880,197,691
September 30, 1996	\$(36,115,931)	\$199,219,481	\$163,103,550
Three-Month Periods Ended			
September 30, 1997	\$ 23,196,320	\$342,463,411	\$365,659,731
September 30, 1996	\$ 11,657,602	\$ 80,155,359	\$ 91,812,961

Such amounts are included as additions to and deductions from shareholders' equity.

REINSURANCE--Premiums earned are net of premiums on ceded business, and insurance losses and policyholder benefits are net of reinsurance recoveries in the accompanying statements of income for the nine-month and three-month periods ended September 30 as follows:

	Ceded Premiums	Reinsurance Recoveries	
Nine-Month-Periods Ended			
September 30, 1997	\$72,802,921	\$20,211,551	
September 30, 1996	\$70,213,173	\$30,009,990	
Three-Month Periods Ended			
September 30, 1997	\$24,209,791	\$ 6,897,238	
September 30, 1996	\$24,716,567	\$11,233,535	

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The Company has primarily qualified stock option plans under which options are granted to employees of the Company at prices which are not less than market price at the date of grant and which are exercisable over ten-year periods.

On September 30, 1997, outstanding options were as follows:

Range of Stock Option Plan Exercise Prices		Number of Shares	
III	\$11.87 to \$22.03	92,378	
IV	\$22.38 to \$79.88	975,570	
V	\$61.43 to \$79.25	298,175	

NOTE III RECENTLY ISSUED ACCOUNTING STANDARDS

The Financial Accounting Standards Board recently issued Statement of Financial Accounting Standards No. 128 "Earnings Per Share," which is effective for financial statements for both interim and annual periods ending after December 15, 1997. Early adoption of the statement is not permitted. The Company has applied this statement to the 1997 and 1996 third quarter and first nine-month results and determined that the restated amounts are as follows:

	Third Quarter		Nine-Month	
	1997	1996	1997	1996
Net Income per Common Share	\$1.42 =====	\$.84 =====	\$4.11 =====	\$2.88 =====
Net Income per Common Share Assuming Dilution	\$1.37 =====	\$.82 =====	\$3.99 =====	\$2.82 =====

The Financial Accounting Standards Board has issued Statements of Financial Accounting Standards No. 130--Reporting Comprehensive Income ("FAS 130") and No. 131--Disclosures about Segments of an Enterprise and Related Information ("FAS 131"). FAS 130 and FAS 131, which must be adopted in 1998, will have no effect on the Company's financial position but may require additional disclosure.

NOTE IV INTERIM ADJUSTMENTS

The preceding summary of financial information for Cincinnati Financial Corporation and consolidated subsidiaries is unaudited, but the Company believes that all adjustments (consisting only of normal recurring accruals) necessary for fair presentation have been made. The results of operations for this interim period is not necessarily an indication of results to be expected for the remaining three months of the year.

ITEM 2. Management's Discussion and Analysis of Financial Condition and Results of Operations

Premiums earned for the nine months ended September 30, 1997 have increased \$71,909,827 (7%) over the nine months ended September 30, 1996. Also, premiums earned have increased \$23,179,205 (6%) for the three months ended September 30, 1997 over the three months ended September 30, 1996. For the nine-month period ended September 30, 1997, the growth rate of our property and casualty subsidiaries is less than last year on both a gross written and earned premium basis. For the three-month period ended September 30, 1997, the growth rate of our property and casualty subsidiaries is less than last year on an earned premium basis but slightly greater on a gross written basis. These growth rates were less than last year because the increases in new business and some rate increases on personal lines business were offset by the continued softness of the commercial lines market and by lower premiums on workers' compensation coverages. The premium growth of our life and health subsidiary has increased 9% for the nine-month and three-month periods ended September 30, 1997 compared to the comparable periods of 1996. The premium growth in our life subsidiary is mainly attributable to increased sales of both traditional and interest-sensitive products. For the nine-month and three-month periods ended September 30, 1997, investment income, net of expenses, has increased \$16,714,917 (7%) and \$8,316,442 (10%) when compared with the first nine months and third three months of 1996, respectively. This increase is the result of the growth of the investment portfolio because of investing cash flows from operations and dividend increases from equity securities. The growth rate of our investment earnings for the first nine months is less than usual because of the one-time adjustment of \$2.7 million related to accrual of discount that was included in income for the first nine months of 1996.

Realized gains on investments for the nine months ended September 30, 1997 amounted to \$64,598,644 compared to \$40,939,681 for the nine-month period ended September 30, 1996, and \$20,307,656 for the three-month period ended September 30, 1997 compared to \$15,050,236 for the three-month period ended September 30, 1996. The realized gains are predominantly the result of the sale of equity securities and management's decision to realize the gains and reinvest the proceeds at higher yields.

Insurance losses and policyholder benefits (net of reinsurance recoveries) decreased \$35,874,077 (4%) for the first nine months of 1997 over the same period in 1996 and decreased \$21,635,084 (8%) for the third quarter when compared to the third quarter of 1996. The losses and benefits of the property and casualty companies have decreased \$37,319,808 for the nine-month period and decreased \$21,050,322 for the third quarter of 1997 compared to the comparable periods for 1996. The property and casualty losses for the first nine months and for the third quarter of 1997 have decreased because of a decrease in catastrophe losses and a lower incidence of claims that occur in the normal course of business. Catastrophe losses were \$23.5 million and \$60.1 million, respectively, for the first nine months of 1997 and 1996 and were \$9.0 million and \$22.9 million, respectively, for the third quarter of 1997 and 1996. These losses were substantially lower for the first nine months and the third quarter of 1997 compared to the comparable periods of 1996 because of a lower incidence and severity of these weather-related claims. Policyholder benefits of the life insurance subsidiary increased \$1,445,731 for the first nine months of 1997 over the same period of 1996 and decreased \$584,762 for the third quarter when compared to the third quarter of 1996. The majority of the nine-month increase is the result of an increase in life-related costs, and the decrease in the third quarter is a result of lower incidence of death claims.

Commission expenses increased \$22,177,795 for the nine-month period ended September 30, 1997 compared to the same period of 1996 and increased \$5,509,175 for the third quarter of 1997 compared to the same period in 1996. The increase is attributable to the increases in new business and higher contingency commissions. Other operating expenses increased \$18,248,647 for the nine-month period ended September 30, 1997 compared to the same period for 1996 and increased \$6,067,710 for the third quarter of 1997 compared to the same period in 1996. The increase is attributable to increases in staff and costs associated to our investment in infrastructure to support future growth.

Provision for income taxes, current and deferred, have increased by \$32,370,466 for the first nine months of 1997 compared to the first nine months of 1996 and have increased \$13,254,712 for the third quarter of 1997 compared to the third quarter of 1996. The increase in federal taxes is primarily attributable to an increase in the effective tax rate to 24.5% from 20.5% at September 30, 1997 and 1996, respectively, and an increase in the effective tax rate to 24.5% from 20.0% for the third quarter of 1997 and 1996, respectively.

Unrealized appreciation will fluctuate with changes in the overall fixed maturities and equity securities markets. Changes in unrealized appreciation are discussed in Note 1. The Company's equity investment portfolio continues to be primarily investments in common stocks of public utility companies and financial institutions.

On November 22, 1996, the Board authorized repurchase of up to three million of the Company's outstanding shares as management deems appropriate, over an unspecified period of time. As of September 30, 1997, the Company has repurchased 930,541 shares.

PART II OTHER INFORMATION

ITEM 1. Legal Proceedings

The Company is involved in no material litigation other than routine litigation incident to the nature of the insurance industry.

ITEM 2. Changes in Securities

There have been no material changes in securities during the third quarter.

ITEM 3. Defaults Upon Senior Securities

The Company has not defaulted on any interest or principal payment, and no arrearage in the payment of dividends has occurred.

ITEM 4. Submission of Matters to a Vote of Security Holders

No special matters were voted upon by security holders during the third quarter.

ITEM 5. Other Information

No matters to report.

ITEM 6. Exhibits and Reports on Form 8-K

(a) Exhibits included:

Exhibit 11--Statement re Computation of Per Share Earnings. Exhibit 27--Financial Data Schedule

(b) The Company was not required to file any reports on Form 8-K during the quarter ended September 30, 1997.

Signature

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.

CINCINNATI FINANCIAL CORPORATION (Registrant)

Date November 10, 1997

By/s/ T.F. Elchynski

T.F. Elchynski Senior Vice President and Chief Financial Officer (Principal Financial Officer)

CINCINNATI FINANCIAL CORPORATION STATEMENT RE COMPUTATION OF PER SHARE EARNINGS (in thousands except for per share amounts)

	Nine Months Ended September 30,		Three Months Ended September 30,	
	1997	1996	1997	1996
Weighted average shares outstanding	55,230	55,753	54,375	55,769
Equivalent shares assumed to be outstanding for: Stock options Convertible debentures	424 1,773	263 1,792	507 1,773	239 1,792
Number of shares for primary computation	57,427	57,808	56,655	57,800
Other dilutive equivalent shares stock options	88	- 0 -	88	- 0 -
Number of shares assuming full dilution	57,515 ======	57,808 ======	56,743 ======	57,800 =====
Net income	\$226,877	\$160,793	\$ 77,000	\$ 46,949
Interest on convertible debentures net of tax	2,128	2,145	707	715
Net income for per share computation	\$229,005 ======	\$162,938 ======	\$ 77,707 ======	\$ 47,664 ======
Earnings per share:				
Total Primary Fully Diluted	\$ 3.99 ======= \$ 3.98 =======	\$ 2.82 ====== \$ 2.82 ======	\$ 1.37 ====== \$ 1.37 ======	\$.82 ====== \$.82 =======

THIS SCHEDULE CONTAINS SUMMARY FINANCIAL INFORMATION EXTRACTED FROM THE CONSOLIDATED BALANCE SHEETS AND CONSOLIDATED STATEMENTS OF INCOME AND IS QUALIFIED IN ITS ENTIRETY BY REFERENCE TO SUCH FINANCIAL STATEMENTS.

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                   SEP-30-1997
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 ${\sf Equals}$ the sum of Fixed Maturities, Equity Securities and Other Invested Assets Equals the sum of Life Policy Reserves and Losses and Loss Expenses less the Life Company liability for Supplementary Contracts without Life Contingencies of 3,397,520 which is classified as Other Policyholder Funds Equals the sum of Notes Payable and the 5-1/2% Convertible Senior Debenture

Equals the Total Shareholders Equity Equals the Sum of Commissions, Other Operating Expenses, Taxes licenses and

Fees, Increase in deferred acquisition costs, Interest expense and Other expenses

Equals the net reserve for unpaid claims for the property casualty subsidiaries less loss checks payable as of December 31, 1996 Equals the net reserve for unpaid claims for the property casualty subsidiaries

less loss checks payable as of September 30, 1997