

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

OMB APPROVAL
OMB number: 3235-0145
Expires: October 31, 1997
Estimated average burden
hours per response...14.90

SCHEDULE 13G

UNDER THE SECURITIES EXCHANGE ACT OF 1934

(AMENDMENT NO. 7)*

The Interpublic Group of Companies, Inc.

(Name of Issuer)

Common Stock

(Title of Class of Securities)

460690100

(CUSIP Number)

Check the following box if a fee is being paid with this statement []. (A fee is not required only if the filing person: (1) has a previous statement on file reporting beneficial ownership of more than five percent of the class of securities described in Item 1; and (2) has filed no amendment subsequent thereto reporting beneficial ownership of five percent or less of such class.) (See Rule 13d-7).

*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

SEC 1745 (2/95)
PAGE

Page 1 of 3

CUSIP No. 460690100

13G

Page 2 of 3

NAME OF REPORTING PERSON

- 1 S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON
The Capital Group Companies, Inc.
86-0206507

CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP*

- 2 (a) []
(b) []

SEC USE ONLY

3

CITIZENSHIP OR PLACE OF ORGANIZATION

4

Delaware

SOLE VOTING POWER

NUMBER OF	5	3,148,650
SHARES		-----
BENEFICIALLY	6	SHARED VOTING POWER
OWNED BY		NONE
EACH		-----
REPORTING	7	SOLE DISPOSITIVE POWER
PERSON		7,636,850
WITH		-----
	8	SHARED DISPOSITIVE POWER
		NONE

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON	9	
		7,636,850 Beneficial ownership disclaimed pursuant to Rule 13d-4
CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES*	10	
PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9	11	
		8.4%
TYPE OF REPORTING PERSON*	12	
		HC

* SEE INSTRUCTIONS BEFORE FILLING OUT!

PAGE

Page 3

SECURITIES AND EXCHANGE COMMISSION
Washington, DC 20549

Schedule 13G
Under the Securities Exchange Act of 1934

Fee enclosed [] or Amendment No. 7

Item 1(a) Name of Issuer:
The Interpublic Group of Companies, Inc.

Item 1(b) Address of Issuer's Principal Executive Offices:
1271 Avenue of the Americas
New York, NY 10020

Item 2(a) Name of Person(s) Filing:
The Capital Group Companies, Inc.

Item 2(b) Address of Principal Business Office:
333 South Hope Street
Los Angeles, CA 90071

Item 2(c) Citizenship: N/A

Item 2(d) Title of Class of Securities: Common Stock

Item 2(e) CUSIP Number: 460690100

Item 3 The person(s) filing is(are):
(b) Bank as defined in Section 3(a)(6) of the Act.
(e) Investment Adviser registered under Section 203 of the Investment Advisers Act of 1940
(g) Parent Holding Company in accordance with Section 240.13d-1(b)(1)(ii)(G).

Item 4 Ownership

(a) Amount Beneficially Owned:
See item 9, pg.2
(b) Percent Class: See item 11, pg.2
(c) Number of shares as to which such person has:
i) sole power to vote or to direct the vote See item 5, pg.2
ii) shared power to vote or to direct the vote
None
iii) sole power to dispose or to direct the disposition of
See item 7, pg.2
iv) shared power to dispose or to direct the disposition
of None - beneficial ownership disclaimed pursuant to
Rule 13d-4

Item 5 Ownership of 5% or Less of a Class: N/A

Item 6 Ownership of More than 5% on Behalf of Another Person: N/A

Item 7 Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on By the Parent Holding Company

- (1) Capital Research and Management Company is an Investment Adviser registered under Section 203 of the Investment Advisers Act of 1940 and is a wholly owned subsidiary of The Capital Group Companies, Inc.
- (2) Capital Guardian Trust Company is a Bank as defined in Section 3(a)(6) of the Act and a wholly owned subsidiary of The Capital Group Companies, Inc.
- (3) Capital International Limited (CIL) does not fall within any of the categories described in Rule 13d-1-(b)(ii)(A-F) but its holdings of any reported securities come within the five percent limitation as set forth in a December 15, 1986 no-action letter from the Staff of the Securities and Exchange Commission to The Capital Group Companies, Inc. CIL is a wholly owned subsidiary of The Capital Group Companies, Inc.
- (4) Capital International S.A. (CISA) does not fall within any of the categories described in Rule 13d-1-(b)(ii)(A-F) but its holdings of any reported securities come within the five percent limitation as set forth in a December 15, 1986 no-action letter from the Staff of the Securities and Exchange Commission to The Capital Group Companies, Inc. CISA is a wholly owned subsidiary of The Capital Group Companies, Inc.

Item 8 Identification and Classification of Members of the Group: N/A

Item 9 Notice of Dissolution of the Group: N/A

Item 10 Certification

By signing below, I certify that, to the best of my knowledge and belief, the securities referred to above were aquired in

the ordinary course of business and were not acquired for the purpose of and do not have the effect of changing or influencing the control of the issuer of such securities and were not acquired in connection with or as a participant in any transaction having such purpose or effect.

Signature

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: October 10, 1996

Signature: Larry P. Clemmensen*

Name/Title: Larry P. Clemmensen, President

The Capital Group Companies, Inc.

*By: /s/ James P. Ryan

James P. Ryan
Attorney-in-fact

Signed pursuant to a power of attorney, dated April 29, 1996 included as an Exhibit to Schedule 13G filed with the Securities and Exchange Commission by The Capital Group Companies, Inc. on May 8, 1996 with respect to AnnTaylor Stores Corporation.