

VII

The 50 Largest U.S. PR Operations, Independent and Ad Agency Affiliated  
(Based on data submitted to the Directory)

	1969 Net Fee Income	Domestic Employees	Foreign Employees	Total
1. Hill and Knowlton	\$8,370,000			348
2. Ruder & Finn	\$6,000,000+	271 <sup>1</sup>	57	328
3. Carl Byoir & Assocs.	—	265	20	285
4. J. Walter Thompson PR*	\$5,575,000	140	195	335
5. Burson-Marsteller*	\$4,400,000	195	65	260
6. Harshe-Rotman & Druck	\$4,000,000+	185		
7. Public/Financial Rel. Board <sup>2</sup>	\$2,800,000	137		
8. Selvage, Lee and Howard	\$2,500,000	115		
9. Daniel J. Edelman	\$2,000,000+	125	11	136
10. Ketchum, MacLeod & Grove*	\$2,000,000+	85		
11. The Rowland Co.	\$2,250,000	74		
12. Edward Gottlieb & Assocs.	\$2,000,000+	80		
13. Rogers, Cowan & Brenner	\$2,000,000+	70	10	80
14. N. W. Ayer & Son*	\$1,600,000	48		
15. Myers-Infoplan Int'l.*	\$1,520,000	76		
16. Booke and Co.	\$1,500,000+	50+		
17. Bell & Stanton	\$1,300,000	64		
18. Doremus & Co.*	\$1,300,000	60		
19. Farley Manning Assocs.	\$1,250,000	55		
20. Dudley-Anderson-Yutzy	\$1,000,000+	55		
21. Theodore R. Sills	\$1,000,000+	55		
22. Wall Street Consultants	—	55		
23. Basford Public Relations*	\$1,100,000	40		
24. Albert Frank-Guenther Law*	\$1,000,000	38		
25. Gardner, Jones & Cowell	\$900,000+	40		
26. Rumrill-Hoyt*	\$900,000+	40		
27. John De Nigris	\$925,000	30		
28. T. J. Ross and Assocs.	—	20		
29. Newmyer Associates	—	23		
30. Thomas J. Deegan Co.	—	24		
31. Earl Newsom & Co.	—	21		
32. Hank Meyer Assocs.	\$800,000	30		
33. Partners for Growth	\$750,000	35		
34. John Moynahan and Co.	\$750,000	35		
35. Bozell & Jacobs*	\$750,000+	29		
36. Vernon Pope Co.	\$750,000	26		
37. Underwood, Jordan Assocs.	\$720,000	30		
38. Wolcott, Carlson & Co.	\$700,000	30		
39. Martin E. Janis & Co.	\$700,000	30		
40. Arthur Schmidt & Assocs.	\$700,000	30		
41. Darcy Assocs.	\$650,000	42		
42. Thomas J. Tierney & Assocs.	\$610,000	25		
43. Barkin, Herman and Assocs.	\$600,000+	34		
44. Griswold-Eshleman*	\$600,000	30		
45. Fleishman, Hillard, Wilson & Ferguson	\$600,000	30		
46. Cunningham & Walsh*	\$600,000	27		
47. PR Associates (N.Y.)*	\$600,000+	20		
48. Batten, Barton, Durstine & Osborn*	\$500,000	30		
49. Selz, Seabolt & Assocs.	\$500,000+	26		
50. Zigman-Joseph Assocs.	—	21		

\*Ad agency PR dept.

<sup>1</sup>excludes 37 design  
and production people

<sup>2</sup>FRB bills \$1.8 million  
PRB bills \$1 million