

PROSPECTUS SUPPLEMENT
(TO PROSPECTUS DATED APRIL 4, 1996)
(TO PROSPECTUS SUPPLEMENT DATED APRIL 10, 1996)

PROSPECTUS NUMBER: 1407
DATED: OCTOBER 8, 1996

MERRILL LYNCH & CO., INC.
MEDIUM-TERM NOTES, SERIES B
DUE NINE MONTHS OR MORE FROM DATE OF ISSUE
FLOATING RATE NOTES

<TABLE>
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BASE RATE:	LIBOR
INDEX MATURITY:	Three Months
TRADE DATE:	October 8, 1996
SETTLEMENT DATE:	October 11, 1996
MATURITY DATE:	October 14, 1997
REDEMPTION DATE:	N/A
OPTIONAL REPAYMENT DATES:	N/A
SPREAD:	-0.070% (less seven bps)
SPREAD MULTIPLIER:	0
MAXIMUM INTEREST RATE:	N/A
MINIMUM INTEREST RATE:	N/A
INTEREST RESET DATES:	Quarterly, using two business days prior.
INTEREST PAYMENT DATES:	Quarterly, on the 14th of January, April, July and October commencing January 1997 through Maturity, subject to Modified Following Business Day Convention.
INITIAL INTEREST RATE:	TBD, October 9, 1996
FORM:	Book-entry

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