

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

PROSPECTUS NUMBER: 1412
DATED: OCTOBER 28, 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 Month (Telerate Pag. 3750)
TRADE DATE:	October 28, 1996
SETTLEMENT DATE:	October 31, 1996
MATURITY DATE:	October 31, 1997
REDEMPTION DATE:	N/A
OPTIONAL REPAYMENT DATES:	N/A
SPREAD:	-0.070% (minus seven bps)
SPREAD MULTIPLIER:	N/A
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 31st of January, April, July, and October, subject to modified following business day convention.
INITIAL INTEREST RATE:	5.46125%
FORM:	Book-entry

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