

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

PROSPECTUS NUMBER: 1404  
DATED: SEPTEMBER 24, 1996

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

<TABLE>  
<CAPTION>

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BASE RATE:	LIBOR
INDEX MATURITY:	One Month
TRADE DATE:	September 24, 1996
SETTLEMENT DATE:	September 27, 1996
MATURITY DATE:	October 3, 1997
REDEMPTION DATE:	N/A
OPTIONAL REPAYMENT DATES:	N/A
SPREAD:	-0.030% (minus three bps)
SPREAD MULTIPLIER:	N/A
MAXIMUM INTEREST RATE:	N/A
MINIMUM INTEREST RATE:	N/A
INTEREST RESET DATES:	Monthly
INTEREST PAYMENT DATES:	Monthly, on the third of each month, commencing November 4, 1996 through maturity, subject to modified following business day convention.
INITIAL INTEREST RATE:	TBD, September 25, 1996
FORM:	Book-entry

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