

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

PROSPECTUS NUMBER: 1410  
DATED: OCTOBER 21, 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:	Prime
INDEX MATURITY:	One Day
TRADE DATE:	October 21, 1996
SETTLEMENT DATE:	October 24, 1996
MATURITY DATE:	October 24, 1997
REDEMPTION DATE:	N/A
OPTIONAL REPAYMENT DATES:	N/A
SPREAD:	-2.820% (minus two hundred eighty two bps)
SPREAD MULTIPLIER:	N/A
MAXIMUM INTEREST RATE:	N/A
MINIMUM INTEREST RATE:	N/A
INTEREST RESET DATES:	Daily, using one business day prior.
INTEREST PAYMENT DATES:	Quarterly, on the 24th of January, April, July, and October, subject to following business day convention.
INITIAL INTEREST RATE:	5.43%
FORM:	Book-entry

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