FILE NO. 333-13649 RULE 424(B)(3)

PROSPECTUS SUPPLEMENT (TO PROSPECTUS DATED JANUARY 6, 1997) (TO PROSPECTUS SUPPLEMENT DATED JANUARY 6, 1997)

PROSPECTUS NUMBER: 1469 DATED: FEBRUARY 28, 1997

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

<TABLE> <CAPTION> <S> <C> Fixed BASE RATE: INDEX MATURITY: N/A TRADE DATE: February 28, 1997 SETTLEMENT DATE: March 5, 1997 March 1, 2000 MATURITY DATE: REDEMPTION DATE: N/A OPTIONAL REPAYMENT DATES: N/A SPREAD: N/A SPREAD MULTIPLIER: N/A MAXIMUM INTEREST RATE: N/A MINIMUM INTEREST RATE: N/A

MINIMUM INTEREST RATE: N/A INTEREST DATES: N/A INTEREST PAYMENT DATES: May 15th, November 15th and Maturity, subject to Following Business Day Convention. INITIAL INTEREST RATE: 6.47500%

Book-entry

</TABLE>

FORM: