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: 1472 DATED: MARCH 4, 1997

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

<TABLE> <CAPTION> <S> <C> BASE RATE: LIBOR INDEX MATURITY: Three Month TRADE DATE: March 4, 1997 SETTLEMENT DATE: March 7, 1997 March 9, 1998 MATURITY DATE: REDEMPTION DATE: N/A OPTIONAL REPAYMENT DATES: N/A SPREAD: -0.070% (minus 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: The ninth of March, June, September, and December, commencing June 1997 through Maturity, subject to Modified Following Business Day Convention. INITIAL INTEREST RATE: 5.4925% FORM: Book-entry </TABLE>