FILE NO. 33-38879 RULE 424(B)(3)

## PROSPECTUS SUPPLEMENT (TO PROSPECTUS DATED SEPTEMBER 1, 1995) (TO PROSPECTUS SUPPLEMENT DATED SEPTEMBER 1, 1995)

PROSPECTUS NUMBER: 1301 DATED: JANUARY 3, 1996

MERRILL LYNCH & CO., INC.

MEDIUM-TERM NOTES, SERIES B

DUE NINE MONTHS OR MORE FROM DATE OF ISSUE

VARIABLE RATE NOTES

<TABLE> <CAPTION>

<S> <C>

BASE RATE: Fed Funds (Prior Day Effective)

INDEX MATURITY: One Day

TRADE DATE: January 3, 1996

SETTLEMENT DATE: January 8, 1996

MATURITY DATE: January 15, 1997

REDEMPTION DATE: N/A

OPTIONAL REPAYMENT DATES: N/A

SPREAD: 0.160%

(plus sixteen bps)

SPREAD MULTIPLIER: N/A

MAXIMUM INTEREST RATE: N/A

MINIMUM INTEREST RATE: N/A

INTEREST RESET DATES: Daily

INTEREST PAYMENT DATES: April 15, 1996; July 15, 1996; October 15, 1996; and maturity subject to

modified following business day convention.

INITIAL INTEREST RATE: TBD January 8, 1996

FORM: Book-entry

</TABLE>

On April 24, 1995, the Company increased to \$11,150,000,000 the aggregate principal amount of Medium- Term Notes, Series B authorized to be issued pursuant to the attached Prospectus Supplement and supplements related thereto. Such amount represents an increased authorization of \$2,500,000,000. As of March 31, 1995, the Company had issued and outstanding Notes in an aggregate principal amount of approximately \$5,566,708,000.