

PROSPECTUS SUPPLEMENT
(TO PROSPECTUS DATED APRIL 4, 1996)
(TO PROSPECTUS SUPPLEMENT DATED APRIL 10, 1996)
PROSPECTUS NUMBER: 1389

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

<TABLE>
<CAPTION>

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| <S> | <C> |
| PRINCIPAL AMOUNT: | \$25,000,000.00 |
| TRADE DATE: | July 31, 1996 |
| ORIGINAL ISSUE DATE: | August 5, 1996 |
| MATURITY DATE: | August 5, 1997 |
| INTEREST RATE: | 6.00% |
| INTEREST PAYMENT DATES: | May 15th, and November 15th, and maturity, subject to following business day convention. |
| OPTIONAL REPAYMENT DATES: | N/A |
| INITIAL REDEMPTION DATE: | N/A |

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Notwithstanding the provisions contained in the Prospectus Supplement dated March 29, 1994 attached hereto, interest rates offered by the Company with respect to the Notes may differ, among other reasons, depending upon the aggregate principal amount of Notes purchased in any single transaction. Merrill Lynch & Co., Inc. ("the Company") expects generally to distinguish, with respect to these offered rates, between purchases which are for less than, and purchases which are equal to or greater than, \$1,000,000. These different rates may be offered concurrently at any time. The Company may also concurrently offer Notes having different variable terms (as are described herein or in any Prospectus Supplement) to different investors, and these different offers may depend upon whether an offered purchase is for an aggregate principal amount of Notes equal to or greater than, or for an amount less than \$1,000,000.