

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

PROSPECTUS NUMBER: 1401
DATED: SEPTEMBER 12, 1996

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

<TABLE>
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<S>	<C>
BASE RATE:	Prime (Prior Day H.15)
INDEX MATURITY:	One Day
TRADE DATE:	September 12, 1996
SETTLEMENT DATE:	September 19, 1996
MATURITY DATE:	September 19, 1997
REDEMPTION DATE:	N/A
OPTIONAL REPAYMENT DATES:	N/A
SPREAD:	-2.800% (minus two hundred eighty bps)
SPREAD MULTIPLIER:	N/A
MAXIMUM INTEREST RATE:	N/A
MINIMUM INTEREST RATE:	N/A
INTEREST RESET DATES:	Daily
INTEREST PAYMENT DATES:	Quarterly on the 19th of September, December, March and June commencing December 1996 through Maturity, subject to following business day convention.
INITIAL INTEREST RATE:	TBD, September 18, 1996
FORM:	Book-entry

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