

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

PROSPECTUS NUMBER: 1402  
DATED: SEPTEMBER 23, 1996

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:                | Fed Funds (Prior Day H.15)   |
| INDEX MATURITY:           | One Day  |
| TRADE DATE:               | September 23, 1996   |
| SETTLEMENT DATE:          | September 26, 1996   |
| MATURITY DATE:            | October 1, 1997  |
| REDEMPTION DATE:          | N/A  |
| OPTIONAL REPAYMENT DATES: | N/A  |
| SPREAD:                   | 0.140%<br>(plus fourteen 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 first of January, April, July and October commencing<br>January 2, 1997 through Maturity subject to modified following business<br>day convention. |
| INITIAL INTEREST RATE:    | TBD, September 26, 1996  |
| FORM:                     | Book-entry   |

</TABLE>