

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

PROSPECTUS NUMBER: 1409  
DATED: OCTOBER 18, 1996

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

<TABLE>  
<CAPTION>

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BASE RATE:	Fed Funds Open
INDEX MATURITY:	One Day
TRADE DATE:	October 18, 1996
SETTLEMENT DATE:	October 23, 1996
MATURITY DATE:	October 23, 1998
REDEMPTION DATE:	N/A
OPTIONAL REPAYMENT DATES:	N/A
SPREAD:	0.200% (plus twenty 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 23rd of January, April, October commencing January 1997 through Maturity, subject to following business day convention.
INITIAL INTEREST RATE:	TBD, October 23, 1996
FORM:	Book-entry

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