FILE NO. 33-65135 RULE 424(B)(3)

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

PROSPECTUS NUMBER: 1429 DATED: DECEMBER 16, 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: Prime (Prior Day H.15)

INDEX MATURITY: One Day

TRADE DATE: December 16, 1996

SETTLEMENT DATE: December 19, 1996

MATURITY DATE: December 19, 1997

REDEMPTION DATE: N/A

OPTIONAL REPAYMENT DATES: N/A

SPREAD: -2.830%

(minus two hundred eighty three bps)

SPREAD MULTIPLIER: N/A

MAXIMUM INTEREST RATE: N/A

MINIMUM INTEREST RATE: N/A

INTEREST RESET DATES: Daily, using one business day prior.

INTEREST PAYMENT DATES: The 19th of March, June, September and December commencing March 1997

through Maturity, subject to following business day convention.

INITIAL INTEREST RATE: 5.42%

FORM: Book-entry

</TABLE>