

PROSPECTUS SUPPLEMENT  
(TO PROSPECTUS DATED JANUARY 6, 1997)  
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PROSPECTUS NUMBER: 1438  
DATED: JANUARY 14, 1997

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:                | Fixed   |
| INDEX MATURITY:           | N/A   |
| TRADE DATE:               | January 14, 1997  |
| SETTLEMENT DATE:          | January 17, 1997  |
| MATURITY DATE:            | January 20, 1998  |
| REDEMPTION DATE:          | N/A   |
| OPTIONAL REPAYMENT DATES: | N/A   |
| SPREAD:                   | N/A   |
| SPREAD MULTIPLIER:        | N/A   |
| MAXIMUM INTEREST RATE:    | N/A   |
| MINIMUM INTEREST RATE:    | N/A   |
| INTEREST RESET DATES:     | N/A   |
| INTEREST PAYMENT DATES:   | May 15, November 15 and Maturity, subject to following business day convention. |
| INITIAL INTEREST RATE:    | 5.81000%  |
| FORM:                     | Book-entry  |

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