FILE NO. 333-13649 RULE 424(B)(3)

PROSPECTUS SUPPLEMENT (TO PROSPECTUS DATED JANUARY 6, 1997) (TO PROSPECTUS SUPPLEMENT DATED JANUARY 6, 1997)

PROSPECTUS NUMBER: 1471 DATED: MARCH 3, 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: LIBOR INDEX MATURITY: Three Months TRADE DATE: March 3, 1997 SETTLEMENT DATE: March 6, 1997 March 6, 2000 MATURITY DATE: REDEMPTION DATE: N/A OPTIONAL REPAYMENT DATES: N/A SPREAD: 0.070% (Plus seven bps) SPREAD MULTIPLIER: N/A MAXIMUM INTEREST RATE: N/A MINIMUM INTEREST RATE: N/A INTEREST RESET DATES:

INTEREST RESET DATES: Quarterly, using two business days prior.
INTEREST PAYMENT DATES: The sixth of March, June, September, and December, commencing June 6, 1997
through the Maturity Date; subject to modified following business day
convention.

INITIAL INTEREST RATE: 5.62469%

FORM: Book-entry

</TABLE>