

Pricing Supplement No. 16 Dated October 30, 1996

To Prospectus Dated April 24, 1995 and
Prospectus Supplement Dated April 24, 1995

\$200,000,000

ASHLAND INC.

MEDIUM-TERM NOTES, SERIES G

Due from 9 Months or More from Date of Issue

Principal Amount: \$10,000,000

(Total Principal Amount Issued to Date: \$168,000,000)

Original Issue Date:	November 4, 1996 -----
Maturity Date:	November 6, 2006 -----
Interest Rate:	6.99% -----

Redemption:

Check box opposite applicable paragraph.

- The Notes cannot be redeemed prior to maturity.
 The Notes may be redeemed prior to maturity.

Initial Redemption Date:

The optional Redemption Price on and after the Initial Redemption Date shall initially be % of the principal amount of the Notes to be redeemed and shall decline at each anniversary of the Initial Redemption Date by % of the principal amount to be redeemed until the Optional Redemption Price is 100% of such principal amount.

Commission to be paid to Agent. BEAR, STEARNS & CO. INC.	\$60,000.00 -----
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