

For SEC Filing Purposes:  
Filed under Rule 424(b)(2)  
Registration No. 33-57011

Pricing Supplement No. 10 Dated October 1, 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: \$15,000,000

(Total Principal Amount Issued to Date: \$108,000,000)

Original Issue Date: October 4, 1996  
-----

Maturity Date: October 4, 2006  
-----

Interest Rate: 7.28%  
-----

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. \$90,000.00  
-----

For SEC Filing Purposes:  
Filed under Rule 424(b)(2)  
Registration No. 33-57011

Pricing Supplement No. 11 Dated October 2, 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: \$15,000,000

(Total Principal Amount Issued to Date: \$123,000,000)

Original Issue Date: October 7, 1996  
-----  
Maturity Date: October 9, 2006  
-----  
Interest Rate: 7.25%  
-----

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. \$90,000.00  
-----