

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

Pricing Supplement No. 12 Dated October 4, 1996  
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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: \$5,000,000

(Total Principal Amount Issued to Date: \$128,000,000)

Original Issue Date:	October 9, 1996 -----
Maturity Date:	October 10, 2005 -----
Interest Rate:	7.10% -----

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:	\$27,500.00 -----
DONALDSON, LUFKIN & JENRETTE SECURITIES CORPORATION	

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

Pricing Supplement No. 13 Dated October 4, 1996  
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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: \$138,000,000)

Original Issue Date: October 9, 1996  
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Maturity Date: October 9, 2006  
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Interest Rate: 7.16%  
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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. \$60,000.00  
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For SEC Filing Purposes:  
Filed under Rule 424(b)(2)  
Registration No. 33-57011

Pricing Supplement No. 14 Dated October 4, 1996  
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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: \$148,000,000)

Original Issue Date: October 9, 1996  
-----  
Maturity Date: October 9, 2006  
-----  
Interest Rate: 7.16%  
-----

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. \$60,000.00  
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For SEC Filing Purposes:  
Filed under Rule 424(b)(2)  
Registration No. 33-57011

Pricing Supplement No. 15 Dated October 4, 1996  
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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: \$158,000,000)

Original Issue Date: October 9, 1996  
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Maturity Date: October 15, 2007  
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Interest Rate: 7.20%  
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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. \$60,000.00  
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BEAR, STEARNS & CO. INC.