RULE 424(B)(3) REGISTRATION STATEMENT NO. 33-19975

Supplement Dated May 16, 1988 (To Prospectus Dated May 12, 1988)

MERRILL LYNCH & CO., INC.

REMARKETED PREFERRED STOCK, SERIES C

LIQUIDATION PREFERENCE \$100,000 PER SHARE ["RP"]

Settlement Date: October 29, 1996

Applicable Dividend Rate for the Dividend Periods commencing on the Settlement $\ensuremath{\mathsf{Date}}$:

7-Day Dividend Period: 3.85% per annum

49-Day Dividend Period: 3.91% per annum