Pricing Supplement No. 17 Filing under Rule 424(b)(3)
Dated September 23, 1994 Registration File No. 33-52737
(To Prospectus dated March 28, 1994 and
Prospectus Supplement dated March 29, 1994)

AVERY DENNISON CORPORATION

Medium-Term Notes, Series B
Due from 9 Months to 30 Years from Date of Issue

The Medium-Term Note(s) due from 9 months to 30 years from the date of issue offered concurrently herewith will have a: $\frac{1}{2}$

X fixed rate of interest, ____ floating rate of interest; and will be issued initially as: X a Global Note, ____ Certificated Notes.

Principal amount: \$ 5,000,000 Interest Rate (if fixed rate): 7.97% Stated Maturity: September 30, 2002 Specified Currency: U.S. Dollars Authorized Denominations (if Specified Currency is not U.S. dollars): N/A Exchange Rate Agent (if Specified Currency is not U.S. dollars): N/A Issue price (as a percentage of principal amount): 100% Selling Agent's commission (%): .60% Purchasing Agent's discount or commission (%): N/A Net proceeds to the Company (%): 99.40% Settlement date (original issue date): September 30, 1994 Redemption Commencement Date (if any): N/A Repayment Commencement Date (if any): N/A Depositary (if Global Note): Depository Trust Company Interest rate basis (if floating rate): N/A _ Commercial Paper Rate __ Prime Rate __ LIBOR __ Treasury Rate _ CD Rate _ Federal Funds Rate Other: Calculation Agent: N/A Index Maturity: N/A Spread: N/A Spread Multiplier: N/A Maximum Interest Rate: N/A Minimum Interest Rate: N/A Initial Interest Rate: N/A Interest Payment Period: N/A Interest Rate Reset Period: N/A Interest Reset Date(s): N/A Interest Determination Date(s): N/A Calculation Date(s): N/A Interest Payment Date(s): A/S Regular Record Date(s): A/S Sinking Fund (if any): N/A

Redemption prices (if any): The Redemption Price shall initially be _____% of the principal amount of such Note(s) to be redeemed and shall decline (but not below par) on each anniversary of the Redemption Commencement Date by _____% of the principal amount to be redeemed until the Redemption Price is 100% of such principal amount.

initially be __% of the principal amount of such Note(s) to be repaid and shall decline (but not below par) on each anniversary of the Repayment Commencement Date by __% of the principal amount until the Repayment Price is 100% of such principal amount.

Additional terms: N/A

As of the date of this Pricing Supplement, the aggregate principal amount (or its equivalent in the Specified Currency) of the Securities (as defined in the Prospectus) which have been sold (including the Note(s) to which this Pricing Supplement relates) is \$85,000,000.

"N/A" as used herein means "Not Applicable". "A/S" as used herein means "As stated in the Prospectus Supplement referred to above".

GOLDMAN, SACHS & CO.

J. P. MORGAN SECURITIES, INC.