

Pricing Supplement No. 10
Dated May 24, 1995
(To Prospectus dated May 11, 1995 and
Prospectus Supplement dated May 12, 1995)

Filing under Rule 424(b)(3)
Registration File No. 33-59129

AVERY DENNISON CORPORATION

Medium-Term Notes, Series C
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: X fixed rate of interest, _____ floating rate of interest; and will be issued initially as: X a Global Note, _____ Certificated Notes.

Principal amount: \$7,500,000	Interest rate basis (if floating rate): N/A
Interest Rate (if fixed rate): 6.91%	_____ Commercial Paper Rate
Stated Maturity: June 1, 2005	_____ Prime Rate
Specified Currency: U.S. Dollars	_____ LIBOR
Authorized Denominations	_____ Treasury Rate
(if Specified Currency	_____ CD Rate
is not U.S. dollars): N/A	_____ Federal Funds Rate
Exchange Rate Agent	_____ Other:
(if Specified Currency	Calculation Agent: N/A
is not U.S. dollars): N/A	Index Maturity: N/A
Issue price (as a percentage of	Spread: N/A
principal amount): 100%	Spread Multiplier: N/A
Selling Agent's commission (%): 0.625%	Maximum Interest Rate: N/A
Purchasing Agent's discount	Minimum Interest Rate: N/A
or commission (%): N/A	Initial Interest Rate: N/A
Net proceeds to the Company (%): 99.375%	Interest Payment Period: N/A
Settlement date (original	Interest Rate Reset Period: N/A
issue date): June 1, 1995	Interest Reset Date(s): N/A
Redemption Commencement	Interest Determination Date(s): N/A
Date (if any): N/A	Calculation Date(s): N/A
Repayment Commencement	Interest Payment Date(s): A/S
Date (if any): N/A	Regular Record Date(s): A/S
Depository	Sinking Fund (if any): N/A
(if Global Note):	
Depository Trust Company	

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.

Repayment prices (if any): The Repayment Price shall 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.

If such Note(s) is (are) denominated in other than U.S. dollars, the applicable Foreign Currency Supplement is attached hereto.

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 \$95,000,000.

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

