

Pricing Supplement No. 1                      Filing under Rule 424(b)(3)  
Dated July 16, 1997                      Registration File No.  
333-16375  
(To Prospectus dated December 13, 1996 and  
Prospectus Supplement dated December 16, 1996)

EVERY DENNISON CORPORATION

Medium-Term Notes, Series D  
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: \$10,000,000 floating rate):	Interest rate basis (if floating rate):
	N/A
Interest Rate (if fixed rate): 6.75% Rate	<u>      </u> Commercial Paper
Stated Maturity: July 16, 2007	<u>      </u> Prime Rate
Specified Currency: U.S. Dollars	<u>      </u> LIBOR
Authorized Denominations (if Specified Currency is not U.S. dollars): N/A	<u>      </u> Treasury Rate
Exchange Rate Agent (if Specified Currency is not U.S. dollars): N/A	<u>      </u> CD Rate
Issue price (as a percentage of principal amount): 100%	<u>      </u> Federal Funds Rate
Selling Agent's commission (%): .625% N/A	<u>      </u> Other:
Purchasing Agent's discount N/A	Calculation Agent: N/A
or commission (%): N/A	Index Maturity: N/A
N/A	Spread: N/A
Net proceeds to the Company (%): 99.375% N/A	Spread Multiplier: N/A
Settlement date (original Period: N/A	Maximum Interest Rate:
issue date): July 16, 1997 N/A	Minimum Interest Rate:
Redemption Commencement Date(s): N/A	Initial Interest Rate:
Date (if any): N/A	Interest Payment Period:
Repayment Commencement Date(s): A/S	Interest Rate Reset
Date (if any): N/A	Interest Reset Date(s):
A/S	Interest Determination
Depository N/A	Calculation Date(s): N/A
(if Global Note): Depository Trust Company	Interest Payment
	Regular Record Date(s):
	Sinking Fund (if any):

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 \$10,000,000.

"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.