```
Pricing Supplement No. 9 Filing under Rule 424(b)(3)
Dated November 23, }199
Registration File No. 333-16375
(To Prospectus dated December 13, 1996 and
    Prospectus Supplement dated December 16, 1996)
```


## AVERY 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
Interest Rate (if fixed rate): 5.90\%
Stated Maturity: December 1, 2008
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 (\%): .625\%
Purchasing Agent's discount
or commission (\%): N/A
Net proceeds to the Company (\%): 99.375\%
Settlement date (original
issue date): November 27, 1998
Redemption Commencement
Date (if any): N/A
Repayment Commencement
Date (if any): N/A
Depositary
(if Global Note):
Depository Trust Company

```
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
```

Interest rate basis (if floating rate): N/A
_ Commercial PaperRate 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

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 $\overline{100 \%}$ 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 \$100,000,000.
"N/A" as used herein means "Not Applicable". "A/S" as used herein means "As stated in the Prospectus Supplement referred to above".

