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OMB APPROVAL  
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UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

SCHEDULE 13G

Under the Securities Exchange Act of 1934

(Amendment No. \_\_\_\_\_)\*

Johnson Worldwide Assoc.

-----  
(Name of Issuer)

COMMON STOCK

-----  
(Title of Class of Securities)

479254104

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(CUSIP Number)

Check the following box if a fee is being paid with this statement []. (A fee is not required only if the filing person: (1) has a previous statement on file reporting beneficial ownership of more than five percent of the class of securities described in Item 1; and (2) has filed no amendment subsequent thereto reporting beneficial ownership of five percent or less of such class.) (See Rule 13d-7).

\* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

1 NAME OF REPORTING PERSON  
S.S. or I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

SANFORD C. BERNSTEIN & CO., INC.  
ONE STATE STREET PLAZA  
NEW YORK, NY 10004

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\* (a)

(b)

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH

5 SOLE VOTING POWER

331,600

6 SHARED VOTING POWER \*\*

7,500

7 SOLE DISPOSITIVE POWER

408,900

8 SHARED DISPOSITIVE POWER

0

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

408,900

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES\*

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

5.1%

12 TYPE OF REPORTING PERSON\*

IA/BD

\*SEE INSTRUCTION BEFORE FILLING OUT!

\*\* Sanford C. Bernstein & Co., Inc. clients who have appointed an independent voting agent with instructions to vote shares in the same manner as Sanford C. Bernstein & Co., Inc.

Sanford C. Bernstein & co., Inc.  
Investment Research and Management

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One State Street Plaza, New York, N.Y. 10004-1545 212/504-5000 Fax 212-504-5121

SCHEDULE G  
Under the Securities Exchange Act of 1934

Item 1 (a): Johnson Worldwide Assoc.  
Item 1 (b): 222 Main St.  
Racine, WI 53403  
Item 2 (a): Sanford C. Bernstein & Co., Inc.  
Item 2 (b): 767 Fifth Avenue New York NY 10153  
Item 2 (c): New York  
Item 2 (d): Common  
Item 2 (e): 479254104  
Item 3: Investment Advisor/Broker Dealer  
Item 4 (a): 408,900  
Item 4 (b): 5.1%  
Item 4 (c) (i): 331,600  
Item 4 (c) (ii):\* 7,500  
Item 4 (c) (iii): 408,900  
Item 4 (c) (n): 0  
Item 5: Not Applicable  
Item 6: The security referred to in this schedule is held for  
the accounts of discretionary clients. These clients  
have the right to receive dividends from and the  
proceeds of the sale of such security.  
Item 7: Not Applicable  
Item 8: Not Applicable  
Item 9: Not Applicable  
Item 10: By signing below I certify that, to the best of my  
knowledge and belief, the securities referred to  
above were acquired in the ordinary course of  
business and were not acquired for the purpose of  
and do not have the effect of changing or influencing  
the control of the issuer of such securities and were  
not acquired in connection with or as a participant in  
any transaction having such purpose or effect.

\*Sanford C Bernstein & Co., Inc. clients who have appointed an independent  
voting agent with instructions to vote shares in the same manner as Sanford C.  
Bernstein & Co., Inc.

Signature  
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After reasonable inquiry and to the best of my knowledge and belief, I certify  
that the information set forth in this statement is true, complete and correct.

February 7, 1996  
-----  
Date

/s/ Michael Borgia  
-----  
Signature

Michael Borgia, Senior Vice President  
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Name/Title