FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

vvasnington, D.O. 200

OMB APPROVAL	
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* JOHNSON LEIPOLD HELEN P (Last) (First) (Middle) 555 MAIN STREET													5. Relationship of Reporting Person(s) to Issuer (Check all applicable) X Director X 10% Owner X Officer (give title Other (specify below) Chairman and CEO					
(Street)	E V	WI 53403				4. If Amendment, Date of Original Filed (Month/Day/Year)								6. Individual or Joint/Group Filing (Check Applicable Line) X Form filed by One Reporting Person				
(City)	(\$	State)	(Zip)											Form file	d by More tha	n One Re	porting:	g Person
		7	Table I - N	lon-D	eriva	tive	Securitie	s A	cquire	d, D	isposed (of, or Be	neficially	y Owned				
1. Title of Security (Instr. 3)			2. Transaction Date (Month/Day/Yea		Execution Date,		,	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)		(A) or 3, 4 and 5)	5. Amount of Securities Beneficially Owned Follow Reported	6. Owner Form: Displaying (I) (Instr	Direct idirect : 4)	7. Nature of Indirect Beneficial Ownership		
									Code	v	Amount	(A) or (D)	Price	Transaction(s) (Instr. 3 and 4)			(Instr. 4)	
Class A (Common St	ock		05/2	22/200	4			w	v	147,533	A	\$0	488,367	1	I As t		ustee ⁽¹⁾
Class A (Common St	ock		05/2	22/200	4			w	v	100,000	A	\$0	100,000	I As shareholde			holder ⁽³⁾
Class A (Common St	ock												35,000	Ι	D		
Class A (Common St	ock										114,464 I			As tru	As trustee ⁽⁴⁾		
Class A (Common St	ock												3,933]]		By Sa Plan ⁽⁵	avings 5)
			Table I								posed of converti			Owned	<u> </u>			
1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deeme Execution if any (Month/Day	ed 4. Date, Trans Code		ction	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exerc Expiration Da (Month/Day/)		cisable and	7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported	10. Owne Form: Direct or Ind (I) (Ins	t (D) lirect	11. Nature of Indirect Beneficial Ownership (Instr. 4)
					Code	v	(A)	(D)	Date Exercis	sable	Expiration Date	Title	Amount or Number of Shares		Transaction(s (Instr. 4)	5)		
Class B Common Stock	\$0.0000 ⁽⁶⁾	05/22/2004			w	V	1,037,330		(6))	(6)	Class A Common Stock	1,037,33	0 \$0	1,037,330	I	ı	By Voting Trust ⁽⁷⁾
Class B Common Stock	\$0.0000(6)	05/22/2004			w	V	96,036		(6))	(6)	Class A Common Stock	96,036	\$0	125,428	I	í	As trustee ⁽¹⁾⁽²⁾
Class B Common Stock	\$0.0000 ⁽⁶⁾								(6))	(6)	Class A Common Stock	820,536	5	820,536	I	ı	As trustee ⁽⁸⁾
Phantom Shares	\$0.0000 ⁽⁹⁾								(9))	(9)	Class A Common Stock	13,855		13,855	Г)	
Option (right to buy)	\$24.375								(10)	01/27/2004	Class A Common Stock	5,000		5,000	Г)	
Option (right to buy) ⁽¹¹⁾	\$13.04								07/08/	2003	01/07/2005	Class A Common Stock	485,000		485,000	Γ)	
Option (right to buy)	\$8.125								(10)	03/09/2009	Class A Common Stock	85,000		85,000	Г)	
Option (right to buy)	\$7.625								(10)	12/13/2009	Class A Common Stock	30,000		30,000	Г)	
Option (right to buy)	\$5.3125								(10)	12/11/2010	Class A Common Stock	30,000		30,000	Г)	
Option (right to	\$7.4175								(12)	12/13/2011	Class A Common	30,000		30,000		, [

Explanation of Responses:

1. Ms. Johnson-Leipold reports these shares (a) as controlling shareholder of parent corporation of Johnson Bank, the trustee of certain trusts which directly, or indirectly as shareholders of certain corporations and as general partners of certain limited partnerships, beneficially own reported shares; (b) as a general partner of a limited partnership, which indirectly owns reported shares; (c) as settlor and beneficially owns reported shares; (c) as settlor and beneficially owns reported shares directly or indirectly as a shareholder of certain corporations and as the general partner of certain limited partnerships; or (d) as trustee of the Herbert F. Johnson Distributing Trust.

- 2. Ms. Johnson-Leipold reports all shares held by certain corporations of which the Trust or the other trusts referenced above may be deemed to be a controlling shareholder. In addition, Ms. Johnson-Leipold reports all shares held by certain limited partnerships of which the Trust or such other trusts is a general partner. Due to the nature of such limited partnerships, it is impractical to determine the Trust's or such other trusts' proportionate interest (as defined by Rule 16a-1(a)(2)(ii)(B)) in such limited partnerships. Ms. Johnson-Leipold disclaims beneficial ownership of all shares directly or indirectly held by the Trust or such other trusts in which she does not have a pecuniary interest.
- 3. As controlling shareholder of Johnson Financial Group, the parent corporation of the trustee of the trust which beneficially owns the reported shares. Ms. Johnson-Leipold disclaims beneficial ownership of these shares
- 4. As trustee of the Samuel C. Johnson Family Trust, which beneficially owns the shares as the controlling shareholder of a corporation.
- 5. Reflects shares held under Savings Plan as of October 25, 2004.
- 6. Class B Common Stock is convertible at any time on a one-share-for-one-share basis into Class A Common Stock.
- 7. The reported shares are held by the Johnson Outdoors Inc. Class B Common Stock Voting Trust ("Voting Trust"), of which Ms. Johnson-Leipold is trustee.
- 8. As trustee of the SCJ Family Trust, which beneficially owns the reported shares indirectly as the controlling shareholder of a corporation which beneficially owns the shares as a unit holder in the Johnson Outdoors Inc. Class B Common Stock Voting Trust.
- 9. Phantom shares vest and are settled in cash on the third anniversary of their grant date, assuming the market price of the stock is within a prescribed range on such date. In the event the phantom shares do not vest on this date, their vesting is subject to a one year extension in the event certain performance criteria are met.
- Fully vested
- 11. Stock option granted pursuant to that certain Option Agreement, dated July 8, 2003, by and among the Samuel C. Johnson 1988 Trust Number 1 dated September 14, 1988, as amended and restated, Helen P. Johnson Leipold, S. Curtis Johnson, H. Fisk Johnson and Winifred J. Marquart.
- 12. One-third of option becomes exercisable on each successive anniversary of its December 13, 2001 grant date.

Remarks:

/s/ Johnson-Leipold, Helen P. 11/08/2004

** Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

- * If the form is filed by more than one reporting person, see Instruction 4 (b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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