

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

SCHEDULE 13D

Under the Securities Exchange Act of 1934
(Amendment No. 5)*

JOHNSON WORLDWIDE ASSOCIATES, INC.
(Name of Issuer)

Class A Common Stock, \$.05 par value
(Title of Class of Securities)

479254 10 4
(CUSIP Number)

John M. Schroeder, 4041 North Main Street, Racine, Wisconsin 53402 -
(414) 631-2503

(Name, Address and Telephone Number of Person Authorized to
Receive Notices and Communications)

November 17, 1997
(Date of Event which Requires Filing of this Statement)

If the filing person has previously filed a statement on Schedule 13G to report the acquisition which is the subject of this Schedule 13D, and is filing this schedule because of Rule 13d-1(b)(3) or (4), check the following box .

Check the following box if a fee is being paid with the statement .
(A fee is not required only if the reporting 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.)

Note: Six copies of this statement, including all exhibits, should be filed with the Commission. See Rule 13d-1(a) for other parties to whom copies are to be sent.

* 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 disclosures provided in a prior cover page.

The information required on 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).

CUSIP No. 479254 10 4

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

Samuel C. Johnson
###-##-####

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

3 SEC USE ONLY

4 SOURCE OF FUNDS*

PF and BK

5 CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT
TO ITEMS 2(d) OR 2(e)

Not Applicable

6 CITIZENSHIP OR PLACE OF ORGANIZATION

United States

7 SOLE VOTING POWER
NUMBER OF SHARES 1,962,986(1)

8 SHARED VOTING POWER
BENEFICIALLY OWNED BY 1,135,330(1)

9 SOLE DISPOSITIVE POWER
EACH REPORTING PERSON 1,962,986(1)

10 SHARED DISPOSITIVE POWER
WITH 1,135,330

11 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON
3,098,316(1)

12 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES*
Not Applicable

13 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)
38.8%

14 TYPE OF REPORTING PERSON*
IN

*SEE INSTRUCTIONS BEFORE FILLING OUT!

(1) Takes into account shares of Class B Common Stock beneficially owned by the reporting person which are convertible into Class A Common Stock on a one share-for-one share basis.

This amendment relates to the Class A Common Stock, \$.05 par value (the "Class A Common Stock") of Johnson Worldwide Associates, Inc. (the "Company"), 1326 Willow Road, Sturtevant, Wisconsin 53177. This Amendment is filed by Samuel C. Johnson, 1525 Howe Street, Racine, Wisconsin 53403.

Item 3. Source and Amount of Funds or Other Consideration.

Item 3 is hereby amended in its entirety to read as follows:

Mr. Johnson purchased 126,350 shares of Class A Common Stock for approximately \$2,195,331, of which approximately \$2,190,000 was obtained by loans made in the ordinary course of business by Bank of America.

Item 5. Interest in Securities of the Issuer.

Item 5 is hereby amended in its entirety to read as follows:

(a)-(b) Information concerning the amount and percentage of shares of Class A Common Stock beneficially owned by the reporting person is set forth below.

Reporting Person	Sole Voting and Dispositive Power	Shared Voting and Dispositive Power	Aggregate Beneficial Ownership	Percentage of Outstanding Shares of Class A Common Stock
Samuel C. Johnson	1,962,986(1)	1,135,330(1)	3,098,316(1)	38.8%(1)(2)

(1) Includes shares of Class B Common Stock which are convertible at any time on a one-for-one basis into shares of Class A Common Stock.

(2) Based upon 6,905,523 shares of Class A Common Stock outstanding on November 1, 1997.

Mr. Johnson shares voting and dispositive power with respect to certain shares with Imogene P. Johnson, Helen P. Johnson-Leipold, JWA Consolidated, Inc. and Johnson Heritage Trust Company. Certain information with respect to such persons is set forth below.

Name and Business Address	Principal Occupation and Employment	Name, Address and Principal Business
Johnson Heritage Trust Company 4041 N. Main Street Racine, WI 53402 State of Organization: Wisconsin	Not Applicable	Bank and Trust Company
Imogene P. Johnson 4041 N. Main Street Racine, WI 53402 Citizenship: United States	None	None
Helen P. Johnson-Leipold 1525 Howe Street Racine, WI 53403 Citizenship: United States	Vice President- Personal and Home Care Products of S.C. Johnson & Son, Inc.	S.C. Johnson & Son, Inc. 1525 Howe Street Racine, WI 53403 Manufacturer of household maintenance and industrial products
JWA Consolidated, Inc. 4041 N. Main Street	Not Applicable	Holding company for purposes of owning

Racine, WI 53402
State of Organization:
Delaware

stock of Company

During the last five years, none of the above persons has been convicted in a criminal proceeding or has been a party to a civil proceeding of a judicial or administrative body of competent jurisdiction and as a result of such proceeding was or is subject to a judgment, decree or final order enjoining future violation of, or prohibiting or mandating activities subject to federal or state securities laws or finding any violation with respect to such laws.

(c) The following is a list of all transactions in the Company's Class A Common Stock and Class B Common Stock by the persons named in paragraphs (a)-(b) above during the 60 days preceding the date of this amendment to Schedule 13D.

The shares below were purchased through broker-dealers in the Nasdaq Stock Market:

Name	Date of Transaction	Class of Common Stock	Number of Shares	Price Per Share
Samuel C. Johnson	11/17/97	Class A	75,000	\$17.375
Samuel C. Johnson	11/19/97	Class A	51,350	\$17.375

The shares below were transferred by gift:

Name	Date of Transaction	Class of Common Stock	Number of Shares	Price Per Share
Samuel C. Johnson	11/10/97	Voting trust units with respect to Class B	56,800	\$0
Helen P. Johnson-Leipold, as trustee of Samuel C. Johnson Family Trust	11/10/97	Voting trust units with respect to Class B	56,800	0

(d) Not applicable.

(e) Not applicable.

SIGNATURE

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.

Date

November 19, 1997

/s/ Samuel C. Johnson
Signature

Samuel C. Johnson
Name/Title