

OMB APPROVAL

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

SCHEDULE 13D

Under the Securities Exchange Act of 1934  
(Amendment No. 3)\*

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)

April 29, 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

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

1,708,136(1)

SHARES

8 SHARED VOTING POWER

BENEFICIALLY

1,127,000(1)

OWNED BY

9 SOLE DISPOSITIVE POWER

EACH

1,708,136(1)

REPORTING

PERSON

10 SHARED DISPOSITIVE POWER

WITH

1,127,000

11 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

2,835,136(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)

35.6%

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.

Item 1. Security and Issuer

Class A Common Stock, \$.05 par value  
Johnson Worldwide Associates, Inc.  
1326 Willow Road  
Sturtevant, Wisconsin 53177

Item 2. Identity and Background

This statement is being filed by Samuel C. Johnson. Certain information regarding the foregoing person is set forth below.

(a)-(b) Name and Business Address

Samuel C. Johnson  
1525 Howe Street  
Racine, Wisconsin 53403

(c) Principal Occupation and Employment

Chairman of S.C. Johnson & Son, Inc.

Principal Business/Name, Address and Principal Business of Employer

S. C. Johnson & Son, Inc.  
1525 Howe Street  
Racine, Wisconsin 53403

Manufacturer of household maintenance and industrial products.

(d)-(e) During the last five years, the reporting person has not been convicted in a criminal proceeding or 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.

(f) Citizenship

United States

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

Samuel C. Johnson acquired 178,900 shares of Class A Common Stock with approximately \$2,168,537 of his personal funds.

Item 4. Purpose of Transaction.

The reported shares were acquired for investment purposes.

The reporting person has no plans or proposals which relate to or would result in:

(a) The acquisition by any person of additional securities of the Company, or the disposition of securities of the Company;

(b) An extraordinary corporate transaction, such as a merger, reorganization or liquidation, involving the Company or any of its subsidiaries;

(c) A sale or transfer of a material amount of assets of the Company or any of its subsidiaries;

(d) Any change in the present board of directors or management of the Company, including any plans or proposals to change the number or term of directors or to fill any existing vacancies on the board;

(e) Any material change in the present capitalization or dividend policy of the Company;

(f) Any other material change in the Company's business or corporate structure;

(g) Changes in the Company's charter, bylaws or instruments corresponding thereto or other actions which may impede the acquisition of control of the Company by any other

person;

(h) Causing a class of securities of the Company to be delisted from a national securities exchange or to cease to be authorized to be quoted in an inter-dealer quotation system of a registered national securities association;

(i) A class of equity securities of the Company becoming eligible for termination of registration pursuant to Section 12(g)(4) of the Act; or

(j) Any action similar to any of those enumerated above.

Item 5. Interest in Securities of the Issuer.

(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	1,708,136(1)	1,127,000(1)	2,835,136(1)	35.6%(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 6,901,801 shares of Class A Common Stock outstanding on December 31, 1996.

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	Not Applicable	Bank and Trust Company
State of Organization: Wisconsin		
Imogene P. Johnson 4041 N. Main Street Racine, WI 53402	None	None
Citizenship: United States		
Helen P. Johnson-Leipold 1326 Willow Road Sturtevant, WI 53177	Executive Vice-President-North American Businesses of Johnson Worldwide Associates, Inc.	Johnson Worldwide Associates, Inc. 1326 Willow Road Sturtevant, WI 53177
Citizenship: United States		Global outdoor recreation products company
JWA Consolidated, Inc. 4041 N. Main Street Racine, WI 53402	Not Applicable	Holding company for purposes of owning stock of Company
State of Organization: Delaware		

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) On April 25, 1997, Samuel C. Johnson purchased 5,000 shares of Class A Common Stock at \$12 per share in the open market.

On April 29, 1997, Samuel C. Johnson purchased 173,900 shares of Class A Common Stock at \$12-1/8 in the open market.

(d) Not applicable.

(e) Not applicable.

Item 6. Contracts, Arrangements, Understandings or Relationships With Respect to Securities of the Issuer.

Certain trusts of which Mr. Johnson serves as sole trustee deposited a total of 160,136 shares of Class B Common Stock, \$.05 par value ("Class B Common Stock"), of Johnson Worldwide Associates, Inc. ("Company") into the Johnson Worldwide Associates, Inc. Class B Common Stock Voting Trust ("Voting Trust") in exchange for an equal number of Voting Trust units. The Voting Trust holds a total of 1,029,000 shares of Class B Common Stock for the benefit of Mr. Johnson and certain members of his family (the "Johnson Family"). Voting Trust unit holders representing 75% of the outstanding units have certain rights to direct exchanges or conversions of the Class B Common Stock to Class A Common Stock and to direct the vote of the Class B Common Stock in the event of certain extraordinary transactions. The creation of the Voting Trust is intended to further protect and promote the mutual interests of the Johnson Family and to provide the framework for continuity of management of the Company.

Item 7. Material to be Filed as Exhibits.

Exhibit 9: Johnson Worldwide Associates, Inc. Class B Common Stock Voting Trust

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

May 7, 1997

/s/ Samuel C. Johnson  
Signature

Samuel C. Johnson  
Name/Title

EXHIBIT INDEX

Exhibit

9. Johnson Worldwide Associates, Inc.  
Class B Common Stock Voting Trust\*

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\* Previously filed.