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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. INC.
(Name of Issuer)

COMMON STOCK
(Title of Class of Securities)

479254104
(CUSIP Number)

*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.
767 FIFTH AVENUE
NEW YORK NY 10153

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

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

5 SOLE VOTING POWER
470,900

NUMBER OF SHARES
BENEFICIALLY
OWNED BY EACH
REPORTING PERSON

6 SHARED VOTING POWER*
2,300

7 SOLE DISPOSITIVE POWER
534,300

WITH

8 SHARED DISPOSITIVE POWER
0

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON
534,300

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

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9
6.6%

12 TYPE OF REPORTING PERSON
IA/BD

* 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
One State Street Plaza, New York, N.Y. 10004-1545
212-504-5000 Fax 212-504-5121 Registered Investment Advisor
Member, New York Stock Exchange, Inc.

SCHEDULE G
Under the Securities Exchange Act of 1934

- Item 1(a): Johnson Worldwide Assoc. Inc.
Item 1(b): P.O. Box 901 Sturtevant WI 53177-0901
- 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): 534,300
Item 4(b): 6.6%
Item 4(c)(i): 470,900
Item 4(c)(ii):* 2,300
Item 4(c)(iii): 534,300
Item 4(c)(iv): 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

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.

1/30/97
Date

/s/ Michael Borgia
Signature

Michael Borgia, Senior Vice President
Name/Title