

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. 7)\*

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)

May 1, 1998  
(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

NUMBER OF	7 SOLE VOTING POWER
SHARES	2,257,486(1)
BENEFICIALLY	8 SHARED VOTING POWER
OWNED BY	1,135,330(1)
EACH	9 SOLE DISPOSITIVE POWER
REPORTING	2,257,486(1)
PERSON	10 SHARED DISPOSITIVE POWER
WITH	1,135,330

11 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

3,392,816(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)

42.5%

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 134,000 shares of Class A Common Stock for approximately \$2,072,000, of which \$2,050,000 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	2,257,486(1)	1,135,330(1)	3,392,816(1)	42.5%(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 6,909,351 shares of Class A Common Stock outstanding on April 30, 1998 and 1,062,330 shares of Class B Common Stock beneficially owned by Mr. Johnson.

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 Racine, WI 53402 State of Organization: Delaware	Not Applicable	Holding company for purposes of owning 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	5/1/98	Class A	124,000	\$15.50
Samuel C. Johnson	5/5/98	Class A	10,000	\$15.00

(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

May 6, 1998

/s/ Samuel C. Johnson  
Signature

Samuel C. Johnson  
Name/Title