

GULIS STEPHEN L JR
 Form 4
 October 26, 2004

FORM 4

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

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).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
 GULIS STEPHEN L JR

2. Issuer Name and Ticker or Trading Symbol
 WOLVERINE WORLD WIDE INC /DE/ [WWW]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
 9341 COURTLAND DRIVE NE
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)
 10/22/2004

____ Director
 Officer (give title below)
 ____ 10% Owner
 ____ Other (specify below)
 Executive VP, CFO & Treasurer

ROCKFORD, MI 49351

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

(City) (State) (Zip)

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D)		5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)	
				Code	V Amount (A) or (D) Price				
Common Stock	08/02/2004		G	V	940	D \$ 0	124,407	D	
Common Stock	10/22/2004		M		6,865	A \$ 15.15	131,272	D	
Common Stock	10/22/2004		M		6,129	A \$ 20.45	137,401	D	
Common Stock	10/22/2004		M		3,778	A \$ 20.45	141,179	D	
Common Stock	10/22/2004		M		998	A \$ 20.45	142,177	D	

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Common Stock	10/22/2004	M	1,205	A	\$ 20.45	143,382	D
Common Stock	10/22/2004	M	5,077	A	\$ 19.52	148,459	D
Common Stock	10/22/2004	M	5,283	A	\$ 18.345	153,742	D
Common Stock	10/22/2004	M	22,398	A	\$ 18.04	176,140	D
Common Stock	10/22/2004	M	13,740	A	\$ 18.04	189,880	D
Common Stock	10/22/2004	M	811	A	\$ 16.065	190,691	D
Common Stock	10/22/2004	M	811	A	\$ 16.78	191,502	D
Common Stock	10/22/2004	M	977	A	\$ 15.935	192,479	D
Common Stock	10/22/2004	M	569	A	\$ 15.935	193,048	D
Common Stock	10/22/2004	M	407	A	\$ 15.935	193,455	D
Common Stock	10/22/2004	M	1,378	A	\$ 15.905	194,833	D
Common Stock	10/22/2004	M	814	A	\$ 15.9	195,647	D
Common Stock	10/22/2004	M	1,186	A	\$ 15.575	196,833	D
Common Stock	10/22/2004	M	15,000	A	\$ 15.76	211,833	D

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

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(9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4,	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)
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and 5)

			Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Option (Right to Buy)	\$ 15.15	10/22/2004	M			6,865	03/05/2004	03/04/2011	Common Stock	6,865
Stock Option (Right to Buy)	\$ 20.45	10/22/2004	M			6,129	12/08/2003	02/23/2010	Common Stock	6,129
Stock Option (Right to Buy)	\$ 20.45	10/22/2004	M			3,778	12/08/2003	03/01/2006	Common Stock	3,778
Stock Option (Right to Buy)	\$ 20.45	10/22/2004	M			998	12/08/2003	03/09/2009	Common Stock	998
Stock Option (Right to Buy)	\$ 20.45	10/22/2004	M			1,205	12/08/2003	02/22/2010	Common Stock	1,205
Stock Option (Right to Buy)	\$ 19.52	10/22/2004	M			5,077	06/20/2003	02/23/2010	Common Stock	5,077
Stock Option (Right to Buy)	\$ 18.345	10/22/2004	M			5,283	05/30/2003	03/02/2009	Common Stock	5,283
Stock Option (Right to Buy)	\$ 18.04	10/22/2004	M			22,398	05/23/2001	03/02/2009	Common Stock	22,398
Stock Option (Right to Buy)	\$ 18.04	10/22/2004	M			13,740	05/23/2001	02/23/2010	Common Stock	13,740
Stock Option (Right to Buy)	\$ 16.065	10/22/2004	M			811	02/25/2003	02/24/2008	Common Stock	811
	\$ 16.78	10/22/2004	M			811	03/03/2003	03/02/2009		811

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Stock Option (Right to Buy)								Common Stock	
Stock Option (Right to Buy)	\$ 15.935	10/22/2004	M	977	02/24/2002	02/23/2007		Common Stock	977
Stock Option (Right to Buy)	\$ 15.935	10/22/2004	M	569	02/24/2002	02/23/2010		Common Stock	569
Stock Option (Right to Buy)	\$ 15.935	10/22/2004	M	407	02/25/2002	02/24/2008		Common Stock	407
Stock Option (Right to Buy)	\$ 15.905	10/22/2004	M	1,378	02/24/2003	02/23/2010		Common Stock	1,378
Stock Option (Right to Buy)	\$ 15.9	10/22/2004	M	814	03/03/2002	03/02/2009		Common Stock	814
Stock Option (Right to Buy)	\$ 15.575	10/22/2004	M	1,186	02/23/2002	02/22/2009		Common Stock	1,186
Stock Option (Right to Buy)	\$ 15.76	10/22/2004	M	7,500	02/12/2003	02/11/2013		Common Stock	7,500
Stock Option (Right to Buy)	\$ 15.76	10/22/2004	M	7,500	02/12/2004	02/11/2013		Common Stock	7,500
Stock Option (Right to Buy)	\$ 15.76				02/12/2005	02/11/2013		Common Stock	7,500
Stock Option (Right to Buy)	\$ 15.76				02/12/2006	02/11/2013		Common Stock	7,500

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
GULIS STEPHEN L JR 9341 COURTLAND DRIVE NE ROCKFORD, MI 49351			Executive VP, CFO & Treasurer	

Signatures

/s/ Jeffrey A. Ott, by power of attorney
10/26/2004

__Signature of Reporting Person

Date

Explanation of Responses:

* 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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