

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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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 _____ 10% Owner
 Officer (give title below) _____ 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) (Instr. 3, 4 and 5)	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: Indirect Beneficial Ownership (Instr. 4)
				(A) or (D)	Price		
			Code	V	Amount	(D)	Price
Common Stock	10/22/2004		F		64,640	D	\$ 30.025
					147,193	D	

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

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SEC 1474 (9-02)

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

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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, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)			
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Option (Right to Buy)	\$ 30.025	10/22/2004		A		3,464		10/22/2004	03/04/2011	Common Stock	3,464
Stock Option (Right to Buy)	\$ 30.025	10/22/2004		A		4,768		10/22/2004	02/23/2010	Common Stock	4,768
Stock Option (Right to Buy)	\$ 30.025	10/22/2004		A		3,840		10/22/2004	02/23/2010	Common Stock	3,840
Stock Option (Right to Buy)	\$ 30.025	10/22/2004		A		3,852		10/22/2004	03/02/2009	Common Stock	3,852
Stock Option (Right to Buy)	\$ 30.025	10/22/2004		A		16,167		10/22/2004	03/02/2009	Common Stock	16,167
Stock Option (Right to Buy)	\$ 30.025	10/22/2004		A		9,924		10/22/2004	02/23/2010	Common Stock	9,924
Stock Option (Right to Buy)	\$ 30.025	10/22/2004		A		548		10/22/2004	02/24/2008	Common Stock	548
Stock Option (Right to Buy)	\$ 30.025	10/22/2004		A		562		10/22/2004	03/02/2009	Common Stock	562
Stock Option (Right to Buy)	\$ 30.025	10/22/2004		A		658		10/22/2004	02/23/2007	Common Stock	658

Stock Option (Right to Buy)	\$ 30.025	10/22/2004	A	383	10/22/2004	02/23/2010	Common Stock	383
Stock Option (Right to Buy)	\$ 30.025	10/22/2004	A	274	10/22/2004	02/24/2008	Common Stock	274
Stock Option (Right to Buy)	\$ 30.025	10/22/2004	A	927	10/22/2004	02/23/2010	Common Stock	927
Stock Option (Right to Buy)	\$ 30.025	10/22/2004	A	547	10/22/2004	03/02/2009	Common Stock	547
Stock Option (Right to Buy)	\$ 30.025	10/22/2004	A	788	10/22/2004	02/22/2009	Common Stock	788
Stock Option (Right to Buy)	\$ 30.025	10/22/2004	A	10,036	10/22/2004	02/11/2013	Common Stock	10,036

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. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.