

KRUEGER BLAKE W
Form 4
October 27, 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 *
KRUEGER BLAKE W

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)
10/25/2004

____ Director
 Officer (give title below) _____ 10% Owner
_____ Other (specify below)
Executive VP & Secretary

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 (Instr. 4)
				(A) or (D)	Price		
			Code	V	Amount		
Common Stock	10/25/2004		F		51,688	A	
					\$ 30.115		
					135,084	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)	\$ 30.115	10/25/2004		A		9,724		10/25/2004	02/23/2010	Common Stock	9,724
Stock Option (Right to Buy)	\$ 30.115	10/25/2004		A		16,102		10/25/2004	02/13/2012	Common Stock	16,102
Stock Option (Right to Buy)	\$ 30.115	10/25/2004		A		10,020		10/25/2004	02/11/2013	Common Stock	10,020
Stock Option (Right to Buy)	\$ 30.115	10/25/2004		A		4,132		10/25/2004	03/02/2009	Common Stock	4,132
Stock Option (Right to Buy)	\$ 30.115	10/25/2004		A		547		10/25/2004	02/24/2008	Common Stock	547
Stock Option (Right to Buy)	\$ 30.115	10/25/2004		A		561		10/25/2004	03/02/2009	Common Stock	561
Stock Option (Right to Buy)	\$ 30.115	10/25/2004		A		961		10/25/2004	02/23/2010	Common Stock	961
Stock Option (Right to Buy)	\$ 30.115	10/25/2004		A		657		10/25/2004	02/23/2007	Common Stock	657
Stock Option (Right to Buy)	\$ 30.115	10/25/2004		A		419		10/25/2004	02/23/2010	Common Stock	419

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Stock Option (Right to Buy)	\$ 30.115	10/25/2004	A	274	10/25/2004	02/24/2008	Common Stock	274
Stock Option (Right to Buy)	\$ 30.115	10/25/2004	A	546	10/25/2004	03/02/2009	Common Stock	546
Stock Option (Right to Buy)	\$ 30.115	10/25/2004	A	133	10/25/2004	02/23/2010	Common Stock	133
Stock Option (Right to Buy)	\$ 30.115	10/25/2004	A	851	10/25/2004	02/22/2009	Common Stock	851
Stock Option (Right to Buy)	\$ 30.115	10/25/2004	A	3,248	10/25/2004	03/02/2009	Common Stock	3,248

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
KRUEGER BLAKE W 9341 COURTLAND DRIVE NE ROCKFORD, MI 49351			Executive VP & Secretary	

Signatures

/s/ Jeffrey A. Ott, by power of attorney
10/27/2004

**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.