

BLOOM GEOFFREY B  
Form 4  
October 13, 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 \*  
BLOOM GEOFFREY B

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)  
10/11/2004

Director  10% Owner  
 Officer (give title below)  Other (specify below)

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)		
				Code	V	Amount				(A) or (D)	Price
Common Stock	10/11/2004		M			2,628	A	\$ 13.219	238,586	D	
Common Stock	10/11/2004		M			5,144	A	\$ 13.219	243,730	D	
Common Stock	10/11/2004		M			40,000	A	\$ 9.688	283,730	D	
Common Stock	10/11/2004		M			14,515	A	\$ 12.5833	298,245	D	
Common Stock	10/11/2004		S			92,287	D	\$ 29	205,958	D	

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Common Stock	10/12/2004	M	11,288	A	\$ 12.5833	217,246	D	
Common Stock	10/12/2004	M	3,271	A	\$ 24.344	220,517	D	
Common Stock	10/12/2004	M	18,071	A	\$ 24.344	238,588	D	
Common Stock	10/12/2004	M	12,428	A	\$ 24.344	251,016	D	
Common Stock	10/12/2004	S	45,058	D	\$ 28.7772	205,958	D	
Common Stock	10/12/2004	M	3,271	A	\$ 24.344	3,271	I	By trust
Common Stock	10/12/2004	M	18,071	A	\$ 24.344	21,342	I	By trust
Common Stock	10/12/2004	S	21,342	D	\$ 28.7772	0	I	By trust

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, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Option (Right to Buy)	\$ 13.219	10/11/2004		M	2,628	05/10/1999	02/28/2005	Common Stock	2,628
Stock Option (Right to Buy)	\$ 13.219	10/11/2004		M	5,144	05/10/1999	03/08/2005	Common Stock	5,144
	\$ 9.688	10/11/2004		M	1	03/03/2001	03/02/2009		1

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Stock Option (Right to Buy)								Common Stock	
Stock Option (Right to Buy)	\$ 9.688	10/11/2004	M	10,000	03/03/2002	03/02/2009		Common Stock	10,000
Stock Option (Right to Buy)	\$ 9.688	10/11/2004	M	10,000	03/03/1999	03/02/2009		Common Stock	10,000
Stock Option (Right to Buy)	\$ 9.688	10/11/2004	M	10,000	03/03/2000	03/02/2009		Common Stock	10,000
Stock Option (Right to Buy)	\$ 9.688	10/11/2004	M	9,999	03/03/2001	03/02/2009		Common Stock	9,999
Stock Option (Right to Buy) <sup>(1)</sup>	\$ 12.5833	10/11/2004	M	8,928	02/28/1999	02/27/2006		Common Stock	8,928
Stock Option (Right to Buy) <sup>(1)</sup>	\$ 12.5833	10/11/2004	M	5,587	02/28/1998	02/27/2006		Common Stock	16,875
Stock Option (Right to Buy) <sup>(1)</sup>	\$ 12.5833	10/12/2004	M	11,288	02/28/1998	02/27/2006		Common Stock	11,288
Stock Option (Right to Buy)	\$ 24.344	10/12/2004	M	3,271	08/12/1997	02/28/2005		Common Stock	3,271
Stock Option (Right to Buy)	\$ 24.344	10/12/2004	M	3,271	08/12/1997	02/28/2005		Common Stock	3,271
Stock Option (Right to Buy)	\$ 24.344	10/12/2004	M	18,071	08/12/1997	03/08/2005		Common Stock	18,071
	\$ 24.344	10/12/2004	M	18,071	08/12/1997	03/08/2005			18,071

Stock Option (Right to Buy)								Common Stock	
Stock Option (Right to Buy)	\$ 24.344	10/12/2004	M	12,428	08/12/1997	02/27/2006	Common Stock	12,428	

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
BLOOM GEOFFREY B 9341 COURTLAND DRIVE NE ROCKFORD, MI 49351		X		

## Signatures

/s/ Jeffrey A. Ott, by power of attorney	10/13/2004
<u>          </u> 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).
- (1) Share amounts and prices have been adjusted to reflect stock splits.

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.