

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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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 \*  
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 \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ 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)
			Code	V	Amount or Price		
Common Stock	10/25/2004		M		14,761 A \$ 15.36	128,883	D
Common Stock	10/25/2004		M		24,375 A \$ 15.44	153,258	D
Common Stock	10/25/2004		M		15,000 A \$ 15.76	168,258	D
Common Stock	10/25/2004		M		6,226 A \$ 15.57	174,484	D
Common Stock	10/25/2004		M		811 A \$ 16.065	175,295	D

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Common Stock	10/25/2004	M	811	A	\$ 16.78	176,106	D
Common Stock	10/25/2004	M	1,432	A	\$ 15.905	177,538	D
Common Stock	10/25/2004	M	977	A	\$ 15.935	178,515	D
Common Stock	10/25/2004	M	623	A	\$ 15.935	179,138	D
Common Stock	10/25/2004	M	407	A	\$ 15.935	179,545	D
Common Stock	10/25/2004	M	814	A	\$ 15.9	180,359	D
Common Stock	10/25/2004	M	200	A	\$ 15.57	180,559	D
Common Stock	10/25/2004	M	1,282	A	\$ 15.575	181,841	D
Common Stock	10/25/2004	M	4,931	A	\$ 15.36	186,772	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, 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)	\$ 15.36	10/25/2004		M	14,761	07/10/2001 02/23/2010		Common Stock	14,761
Stock Option (Right to Buy)	\$ 15.44	10/25/2004		M	8,125	02/14/2002 02/13/2012		Common Stock	8,125

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Buy)										
Stock Option (Right to Buy)	\$ 15.44	10/25/2004	M	8,125	02/14/2003	02/13/2012	Common Stock	8,125		
Stock Option (Right to Buy)	\$ 15.44	10/25/2004	M	8,125	02/14/2004	02/13/2012	Common Stock	8,125		
Stock Option (Right to Buy)	\$ 15.44				02/14/2005	02/13/2012	Common Stock	8,125		
Stock Option (Right to Buy)	\$ 15.76	10/25/2004	M	7,500	02/12/2003	02/11/2013	Common Stock	7,500		
Stock Option (Right to Buy)	\$ 15.76	10/25/2004	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		
Stock Option (Right to Buy)	\$ 15.57	10/25/2004	M	6,226	12/27/2002	03/02/2009	Common Stock	6,226		
Stock Option (Right to Buy)	\$ 16.065	10/25/2004	M	811	02/25/2003	02/24/2008	Common Stock	811		
Stock Option (Right to Buy)	\$ 16.78	10/25/2004	M	811	03/03/2003	03/02/2009	Common Stock	811		
Stock Option (Right to Buy)	\$ 15.905	10/25/2004	M	1,432	02/24/2003	02/23/2010	Common Stock	1,432		

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Stock Option (Right to Buy)	\$ 15.935	10/25/2004	M	977	02/24/2002	02/23/2007	Common Stock	977
Stock Option (Right to Buy)	\$ 15.935	10/25/2004	M	623	02/24/2002	02/23/2010	Common Stock	623
Stock Option (Right to Buy)	\$ 15.935	10/25/2004	M	407	02/25/2002	02/24/2008	Common Stock	407
Stock Option (Right to Buy)	\$ 15.9	10/25/2004	M	814	03/03/2002	03/02/2009	Common Stock	814
Stock Option (Right to Buy)	\$ 15.57	10/25/2004	M	200	12/27/2002	02/23/2010	Common Stock	200
Stock Option (Right to Buy)	\$ 15.575	10/25/2004	M	1,282	02/23/2002	02/22/2009	Common Stock	1,282
Stock Option (Right to Buy)	\$ 15.36	10/25/2004	M	4,931	07/10/2001	03/02/2009	Common Stock	4,931

## 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.

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