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SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, DC 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the
Securities Exchange Act of 1934

Date of Report: August 21, 1998

WOLVERINE WORLD WIDE, INC.
(Exact name of registrant as
specified in its charter)

| | | |
|-----------------|--------------|---------------------|
| MICHIGAN | 1-6024 | 38-1185150 |
| (State or other | (Commission | (IRS Employer |
| jurisdiction of | File Number) | Identification no.) |
| incorporation) | | |

| | |
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| 9341 COURTLAND DRIVE | |
| ROCKFORD, MICHIGAN | 49351 |
| (Address of principal executive offices) | (Zip Code) |

Registrant's telephone number,
including area code: (616) 886-5500

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Item 5. OTHER EVENTS.

On August 20, 1998, Wolverine World Wide, Inc. issued the press release attached as Exhibit 99 to this Form 8-K.

Item 7. FINANCIAL STATEMENTS, PRO FORMA FINANCIAL INFORMATION, AND EXHIBITS.

(c) Exhibits:

99 Press Release dated August 20, 1998.

-2-

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

Dated: August 21, 1998

WOLVERINE WORLD WIDE, INC.
(Registrant)

By: /s/Stephen L. Gulis, Jr.
Stephen L. Gulis, Jr.
Executive Vice President, Chief
Financial Officer and Treasurer

EXHIBIT INDEX

EXHIBIT NUMBER

DOCUMENT

99

Press Release dated August 20, 1998.

EXHIBIT 99

FOR IMMEDIATE RELEASE

CONTACT: TOM MUNDT
PHONE: (616) 866-5589
FAX: (616) 866-0257
<http://www.wolverineworldwide.com>

WOLVERINE WORLD WIDE ANNOUNCES PROGRAM
TO BUY-BACK 2.2 MILLION COMMON SHARES

ROCKFORD, MICHIGAN, AUGUST 20, 1998 --Wolverine World Wide, Inc. (NYSE:WWW) today announced that its Board of Directors has authorized the repurchase of up to 2,200,000 shares of the Company's common stock within the next eighteen months. As of July 31, 1998, Wolverine had 43,780,000 shares of common stock outstanding. The purchases may be made on the open market or in privately negotiated transactions, depending upon the market conditions and other factors. Purchases will be funded from the Company's cash flow from operations and credit facilities and will be reserved for later reissue in connection with potential future stock dividends, employee benefit plans and other general corporate purposes.

"The Board of Directors believes the current low valuation of Wolverine World Wide common shares makes the stock a solid investment and represents an attractive opportunity to enhance long-term shareholder value," said Geoffrey B. Bloom, Wolverine World Wide Chairman and CEO. "The buyback authorization expresses our confidence in the Company's strategic plan for future growth and sound business fundamentals."

Wolverine World Wide, Inc. manufactures and markets a wide variety of branded footwear and performance leathers. Major branded products of the Company include: Bates[REGISTERED] uniform footwear; Caterpillar[REGISTERED] footwear; Coleman[REGISTERED] footwear; Harley-Davidson[REGISTERED] footwear; Hush Puppies[REGISTERED] shoes, slippers and accessories; Hush Puppies Homeware<Trademark> slippers; Hy-Test[REGISTERED] work boots and shoes; Merrell[REGISTERED] outdoor footwear; Sioux-Mox[REGISTERED] moccasins; Tru-Stitch[REGISTERED] slippers; Wimzees[REGISTERED] footwear; Wolverine[REGISTERED] work, sport and rugged outdoor footwear, apparel and accessories; Wolverine DuraShocks[REGISTERED] SR comfort technology; Wolverine Fusion<Trademark>; and Wolverine All Season Weather Leathers<Trademark>.

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