

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

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* <u>ESTES V DEAN</u> (Last) (First) (Middle) 9341 COURTLAND DRIVE NE (Street) ROCKFORD MI 49351 (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>WOLVERINE WORLD WIDE INC /DE/ [WWW]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) Vice President
	3. Date of Earliest Transaction (Month/Day/Year) 08/27/2004	
4. If Amendment, Date of Original Filed (Month/Day/Year)		

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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	08/27/2004		M		24,795	A	\$8.037	106,168	D	
Common Stock	08/27/2004		M		6,776	A	\$12.5833	112,944	D	
Common Stock	08/27/2004		M		610	A	\$15.935	113,554	D	
Common Stock	08/27/2004		M		203	A	\$15.935	113,757	D	
Common Stock	08/27/2004		M		1,228	A	\$15.575	114,985	D	
Common Stock	08/27/2004		M		406	A	\$16.065	115,391	D	
Common Stock	08/27/2004		M		5,427	A	\$19.175	120,818	D	
Common Stock	08/27/2004		M		589	A	\$15.935	121,407	D	
Common Stock	08/27/2004		M		407	A	\$15.9	121,814	D	
Common Stock	08/27/2004		M		993	A	\$15.905	122,807	D	
Common Stock	08/27/2004		M		406	A	\$16.78	123,213	D	
Common Stock	08/27/2004		M		6,004	A	\$15.44	129,217	D	
Common Stock	08/27/2004		M		6,216	A	\$15.76	135,433	D	
Common Stock	08/27/2004		M		328	A	\$10.2815	135,761	D	
Common Stock	08/27/2004		M		308	A	\$10.313	136,069	D	
Common Stock	08/27/2004		M		1,048	A	\$9.969	137,117	D	
Common Stock	08/27/2004		M		1,150	A	\$10.0625	138,267	D	
Common Stock	08/27/2004		M		2,301	A	\$9.938	140,568	D	
Common Stock	08/27/2004		M		1,710	A	\$11.1565	142,278	D	
Common Stock	08/27/2004		M		307	A	\$11.0315	142,585	D	
Common Stock	08/27/2004		M		752	A	\$10.969	143,337	D	
Common Stock	08/27/2004		M		638	A	\$10.9065	143,975	D	
Common Stock	08/27/2004		M		2,296	A	\$10.8125	146,271	D	
Common Stock	08/27/2004		M		4,763	A	\$15.15	151,034	D	

**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 Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Stock Option (Right to Buy) ⁽¹⁾	\$8.037	08/27/2004		M			7,920	03/09/1996	03/08/2005	Common Stock	7,920	\$0	0	D	
Stock Option (Right to Buy) ⁽¹⁾	\$8.037	08/27/2004		M			8,437	03/09/1997	03/08/2005	Common Stock	8,437	\$0	0	D	
Stock Option (Right to Buy) ⁽¹⁾	\$8.037	08/27/2004		M			8,438	03/09/1998	03/08/2005	Common Stock	8,438	\$0	0	D	
Stock Option (Right to Buy) ⁽¹⁾	\$12.5833	08/27/2004		M			2,556	02/28/1998	02/27/2006	Common Stock	2,556	\$0	0	D	
Stock Option (Right to Buy) ⁽¹⁾	\$12.5833	08/27/2004		M			4,219	02/28/1999	02/27/2006	Common Stock	4,219	\$0	0	D	
Stock Option (Right to Buy)	\$15.935	08/27/2004		M			610	02/24/2002	02/23/2007	Common Stock	610	\$0	0	D	
Stock Option (Right to Buy)	\$15.935	08/27/2004		M			203	02/25/2002	02/24/2008	Common Stock	203	\$0	0	D	
Stock Option (Right to Buy)	\$15.575	08/27/2004		M			1,228	02/23/2002	02/22/2009	Common Stock	1,228	\$0	0	D	
Stock Option (Right to Buy)	\$16.065	08/27/2004		M			406	02/25/2003	02/24/2008	Common Stock	406	\$0	0	D	
Stock Option (Right to Buy)	\$19.175	08/27/2004		M			5,427	07/18/2001	03/02/2009	Common Stock	5,427	\$0	0	D	
Stock Option (Right to Buy)	\$15.935	08/27/2004		M			589	02/24/2002	02/23/2010	Common Stock	589	\$0	0	D	
Stock Option (Right to Buy)	\$15.9	08/27/2004		M			407	03/03/2002	03/02/2009	Common Stock	407	\$0	0	D	
Stock Option (Right to Buy)	\$15.905	08/27/2004		M			993	02/24/2003	02/23/2010	Common Stock	993	\$0	0	D	
Stock Option (Right to Buy)	\$16.78	08/27/2004		M			406	03/03/2003	03/02/2009	Common Stock	406	\$0	0	D	
Stock Option (Right to Buy)	\$15.44	08/27/2004		M			3,375	02/14/2002	02/13/2012	Common Stock	3,375	\$0	0	D	

**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 Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Stock Option (Right to Buy)	\$15.44	08/27/2004		M			2,629	02/14/2003	02/13/2012	Common Stock	3,375	\$0	0	D	
Stock Option (Right to Buy)	\$15.76	08/27/2004		M			3,125	02/12/2003	02/11/2013	Common Stock	3,125	\$0	0	D	
Stock Option (Right to Buy)	\$15.76	08/27/2004		M			3,091	02/12/2004	02/11/2013	Common Stock	3,125	\$0	34	D	
Stock Option (Right to Buy)	\$10.2815	08/27/2004		M			328	02/24/1999	02/23/2009	Common Stock	328	\$0	0	D	
Stock Option (Right to Buy)	\$10.313	08/27/2004		M			308	02/25/1999	02/24/2009	Common Stock	308	\$0	0	D	
Stock Option (Right to Buy)	\$9.969	08/27/2004		M			1,048	02/28/1999	02/27/2009	Common Stock	1,048	\$0	0	D	
Stock Option (Right to Buy)	\$10.0625	08/27/2004		M			1,150	03/09/1999	03/08/2009	Common Stock	1,150	\$0	0	D	
Stock Option (Right to Buy)	\$9.938	08/27/2004		M			2,301	03/10/1999	03/09/2009	Common Stock	2,301	\$0	0	D	
Stock Option (Right to Buy)	\$11.1565	08/27/2004		M			1,710	02/23/2000	02/22/2010	Common Stock	1,710	\$0	0	D	
Stock Option (Right to Buy)	\$11.0315	08/27/2004		M			307	02/25/2000	02/24/2010	Common Stock	307	\$0	0	D	
Stock Option (Right to Buy)	\$10.969	08/27/2004		M			752	02/24/2000	02/23/2010	Common Stock	752	\$0	0	D	
Stock Option (Right to Buy)	\$10.9065	08/27/2004		M			638	02/28/2000	02/27/2010	Common Stock	328	\$0	0	D	
Stock Option (Right to Buy)	\$10.8125	08/27/2004		M			2,296	03/09/2000	03/08/2010	Common Stock	2,296	\$0	0	D	
Stock Option (Right to Buy)	\$15.15	08/27/2004		M			3,125	03/05/2001	03/04/2011	Common Stock	3,125	\$0	0	D	
Stock Option (Right to Buy)	\$15.15	08/27/2004		M			1,638	03/05/2002	03/04/2011	Common Stock	3,125	\$0	1,487	D	

Explanation of Responses:

1. Share numbers and exercise prices are adjusted to reflect stock splits.

/s/ Jeffrey A. Ott, by power of
attorney 08/31/2004

** Signature of Reporting Person Date

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

* 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.

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

EXHIBIT 24

LIMITED POWER OF ATTORNEY

The undersigned, a director and/or officer of Wolverine World Wide, Inc., a Delaware corporation ("Wolverine"), does hereby appoint BLAKE W. KRUEGER, STEPHEN L. GULIS, JR., JAMES D. ZWIERS, JEFFREY A. OTT, and JEFFREY S. BATTERSHALL, or any one or more of them, with full power of substitution, his or her attorneys and agents to do any and all acts and things and to execute and file any and all documents and instruments that such attorneys and agents, or any of them, consider necessary or advisable to enable the undersigned (in his or her individual capacity or in a fiduciary or other capacity) to comply with the Securities Act of 1933, as amended (the "Securities Act"), and the Securities Exchange Act of 1934, as amended (the "Exchange Act"), and any requirements of the Securities and Exchange Commission in respect thereof, in connection with his or her intended sale of any security related to Wolverine pursuant to Rule 144 issued under the Securities Act and the preparation, execution and filing of any report or statement of beneficial ownership or changes in beneficial ownership of securities of Wolverine that the undersigned (in his or her individual capacity or in a fiduciary or other capacity) may be required to file pursuant to Section 16(a) of the Exchange Act including, without limitation, full power and authority to sign the undersigned's name, in his or her individual capacity or in a fiduciary or other capacity, to any report or statement on Form 3, 4, 5 or 144, or to any amendments or any successor forms thereto, or any form or forms adopted by the Securities and Exchange Commission in lieu thereof or in addition thereto, hereby ratifying and confirming all that such attorneys and agents, or any of them, shall do or cause to be done by virtue hereof.

The undersigned agrees that the attorneys-in-fact act as legal counsel to and/or officers of Wolverine in connection with the securities matters addressed herein, and do not represent the undersigned in his or her personal capacity in connection with such matters. The undersigned agrees that the attorneys-in-fact may rely entirely on information furnished orally or in writing by the undersigned or his or her authorized representative(s) to such attorneys-in-fact. The undersigned also agrees to indemnify and hold harmless Wolverine and the attorneys-in-fact against any losses, claims, damages or liabilities (or actions in respect thereof) that arise out of or are based upon any untrue statement or omission of necessary fact in the information provided by the undersigned or his or her authorized representative(s) to the attorneys-in-fact for purposes of executing, acknowledging, delivering or filing any such forms, or any amendments or any successor forms thereto, or any form or forms adopted by the Securities and Exchange Commission in lieu thereof or in addition thereto. The undersigned agrees to reimburse Wolverine and the attorneys-in-fact for any legal or other expenses reasonably incurred in connection with investigating or defending against any such loss, claim, damage, liability or action.

This authorization shall supersede all prior authorizations to act for the undersigned with respect to securities of Wolverine in these matters, which prior authorizations are hereby revoked, and shall survive the termination of the undersigned's status as a director and/or officer of Wolverine and remain in effect thereafter for so long as the undersigned (in his or her individual capacity or in a fiduciary or other capacity) is subject to Rule 144 with respect to securities of Wolverine or has any obligation under Section 16 of the Exchange Act with respect to securities of Wolverine.

Date: August 29, 2002

/s/ V. Dean Estes

(Signature)

V. Dean Estes

(Print Name)