

**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**

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* <b>BLOOM GEOFFREY B</b> <hr/> (Last) (First) (Middle) <b>9341 COURTLAND DRIVE NE</b> <hr/> (Street) <b>ROCKFORD MI 49351</b> <hr/> (City) (State) (Zip)			2. Issuer Name and Ticker or Trading Symbol <b>WOLVERINE WORLD WIDE INC /DE/ [ WWW ]</b>			5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director 10% Owner Officer (give title below) Other (specify below)		
			3. Date of Earliest Transaction (Month/Day/Year) <b>10/11/2004</b>					
			4. If Amendment, Date of Original Filed (Month/Day/Year)			6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person Form filed by More than One Reporting Person		

**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	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	
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

**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
Stock Option (Right to Buy)	\$13.219	10/11/2004		M		2,628		05/10/1999	02/28/2005	Common Stock	2,628	\$0	0	D	
Stock Option (Right to Buy)	\$13.219	10/11/2004		M		5,144		05/10/1999	03/08/2005	Common Stock	5,144	\$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)	\$9.688	10/11/2004		M			1	03/03/2001	03/02/2009	Common Stock	1	\$0	0	D	
Stock Option (Right to Buy)	\$9.688	10/11/2004		M			10,000	03/03/2002	03/02/2009	Common Stock	10,000	\$0	0	D	
Stock Option (Right to Buy)	\$9.688	10/11/2004		M			10,000	03/03/1999	03/02/2009	Common Stock	10,000	\$0	0	D	
Stock Option (Right to Buy)	\$9.688	10/11/2004		M			10,000	03/03/2000	03/02/2009	Common Stock	10,000	\$0	0	D	
Stock Option (Right to Buy)	\$9.688	10/11/2004		M			9,999	03/03/2001	03/02/2009	Common Stock	9,999	\$0	0	D	
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	\$0	0	D	
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	\$0	11,288	D	
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	\$0	0	D	
Stock Option (Right to Buy)	\$24.344	10/12/2004		M			3,271	08/12/1997	02/28/2005	Common Stock	3,271	\$0	0	I	By trust
Stock Option (Right to Buy)	\$24.344	10/12/2004		M			3,271	08/12/1997	02/28/2005	Common Stock	3,271	\$0	0	D	
Stock Option (Right to Buy)	\$24.344	10/12/2004		M			18,071	08/12/1997	03/08/2005	Common Stock	18,071	\$0	0	I	By trust
Stock Option (Right to Buy)	\$24.344	10/12/2004		M			18,071	08/12/1997	03/08/2005	Common Stock	18,071	\$0	0	D	
Stock Option (Right to Buy)	\$24.344	10/12/2004		M			12,428	08/12/1997	02/27/2006	Common Stock	12,428	\$0	0	D	

**Explanation of Responses:**

1. Share amounts and prices have been adjusted to reflect stock splits.

/s/ Jeffrey A. Ott, by power of attorney 10/13/2004

\*\* 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/ Geoffrey B. Bloom

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(Signature)

Geoffrey B. Bloom

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(Print Name)