
**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

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

Date of Report (Date of earliest event reported): **December 15, 2004**

Wolverine World Wide, Inc.
(Exact Name of Registrant as
Specified in its Charter)

Delaware
(State or Other
Jurisdiction
of Incorporation)

1-6024
(Commission
File Number)

38-1185150
(IRS Employer
Identification No.)

9341 Courtland Drive
Rockford, Michigan
(Address of Principal Executive Offices)

49351
(Zip Code)

Registrant's telephone number, including area code: **(616) 866-5500**

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 7.01 Regulation FD Disclosure.

On December 15, 2004, Wolverine World Wide, Inc. issued the press release attached as Exhibit 99.1 to this Form 8-K, which is here incorporated by reference. This Report and the Exhibit are furnished to, and not filed with, the Commission.

Item 9.01 Financial Statements and Exhibits.

(c) Exhibits:

99.1 Press Release dated December 15, 2004. This Exhibit is furnished to, and not filed with, the Commission.

SIGNATURES

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 hereunto duly authorized.

Dated: December 15, 2004

WOLVERINE WORLD WIDE, INC.
(Registrant)

/s/ Stephen L. Gulis, Jr.

Stephen L. Gulis, Jr.
Executive Vice President, Chief Financial
Officer and Treasurer

EXHIBIT INDEX

Exhibit Number

Document

 99.1

Wolverine World Wide, Inc. Press Release dated December 15, 2004. This Exhibit is furnished to, and not filed with, the Commission.



WOLVERINE WORLD WIDE, INC.
9341 Courtland Drive, Rockford, MI 49351
Phone (616) 866-5500; FAX (616) 866-0257

FOR IMMEDIATE RELEASE
CONTACT: Stephen L. Gulis Jr.

**WOLVERINE WORLD WIDE, INC. INCREASES
DIVIDEND BY 50% AND ANNOUNCES 3-FOR-2
STOCK SPLIT**

Rockford, MI- December 15, 2004- Wolverine World Wide, Inc. (NYSE: WWW) today announced a 50% increase in its quarterly cash dividend and also announced that its Board of Directors has approved a 3-for-2 common stock split. The dividend increase raises the pre-split quarterly cash dividend from \$.065 per share to \$.0975 per share. On a post-split basis, the cash dividend would equal \$.065 per share.

The record date for the stock split and the cash dividend is January 3, 2005. Stockholders of record on that date will receive one new share of common stock for every two shares they own and will receive cash in lieu of fractional shares. Stockholders of record as of January 3, 2005, will also be paid a quarterly cash dividend of \$.0975 per share on a pre-split basis. The distribution of the cash dividend, the additional shares issued pursuant to the stock split and cash in lieu of any fractional shares will be paid on February 1, 2005.

"The stock split provides an opportunity to broaden our base of investors and improve the trading liquidity of our stock," said Timothy J. O'Donovan, Wolverine's President and CEO. "The dividend increase demonstrates our commitment to maximizing stockholder return and reflects our continued generation of cash and strong operating results. This action marks our twelfth consecutive year of dividend increases and raises Wolverine's dividend yield from .8% to 1.3% on an annualized basis."

With a commitment to service and product excellence, Wolverine World Wide, Inc. is one of the world's leading marketers of branded casual, active lifestyle, work, outdoor sport and uniform footwear and slippers. The Company's portfolio of highly recognized brands includes: Bates(R), Hush Puppies(R), HYTEST(R), Merrell(R), Sebago(R) and Wolverine(R). The Company also markets footwear under popular licensed brands including CAT(R), Harley- Davidson(R) and Stanley(R). The Company's products are carried by leading retailers in the U.S. and are distributed internationally in over 140 countries. For additional information, please visit our website, <http://www.wolverineworldwide.com>.

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