

WOLVERINE WORLD WIDE INC /DE/  
Form 8-K  
July 14, 2004

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**UNITED STATES  
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 (Date of earliest event reported): July 14, 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**

Item 7. Financial Statements, Pro Forma Financial Information and Exhibits.

(c) Exhibits:

99.1 Wolverine World Wide, Inc. Press Release dated July 14, 2004. This exhibit is furnished to, and not filed with, the Commission.

Item 12. Results of Operations and Financial Condition.

On July 14, 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.

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 hereunto duly authorized.

Dated: July 14, 2004

WOLVERINE WORLD WIDE, INC.  
(Registrant)

/s/ Stephen L. Gulis, Jr.

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Stephen L. Gulis, Jr.

Executive Vice President, Chief Financial  
Officer and Treasurer

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EXHIBIT INDEX

Exhibit Number

Document

99.1

Wolverine World Wide, Inc. Press Release dated July 14, 2004. This exhibit is furnished to, and not filed with, the Commission.

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