

WOLVERINE WORLD WIDE INC /DE/
 Form 4
 October 17, 2006

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 OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
ZWIERS JAMES D

2. Issuer Name and Ticker or Trading Symbol
WOLVERINE WORLD WIDE INC /DE/ [WWW]

5. Relationship of Reporting Person(s) to Issuer
 (Check all applicable)

(Last) (First) (Middle)
9341 COURTLAND DRIVE NE
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)
10/13/2006

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
President, Hush Puppies US Div

ROCKFORD, MI 49351

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 ____ Form filed by More than One Reporting Person

(City) (State) (Zip)

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 Ownership (Instr. 4)
			Code	V Amount (A) or (D) Price			
Common Stock	10/13/2006		S	2,000 D \$ 28.25	26,165	D	
Common Stock	10/13/2006		S	2,500 D \$ 28.1	23,665	D	
Common Stock	10/13/2006		M	7,500 A \$ 10.29	31,165	D	
Common Stock	10/13/2006		M	4,875 A \$ 10.1	36,040	D	
Common Stock	10/13/2006		F	4,501 D \$ 28.09	31,539	D	

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

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(9-02)

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 Underlying Securities (Instr. 3 and 4)	8. Amount or Number of Shares
Stock Option (Right to Buy) ⁽¹⁾	\$ 10.1	10/13/2006		M	1,220	03/05/2001 03/04/2011	Common Stock	1,220
Stock Option (Right to Buy) ⁽¹⁾	\$ 10.1	10/13/2006		M	1,219	03/05/2002 03/04/2011	Common Stock	1,219
Stock Option (Right to Buy) ⁽¹⁾	\$ 10.1	10/13/2006		M	1,218	03/05/2003 03/04/2011	Common Stock	1,218
Stock Option (Right to Buy) ⁽¹⁾	\$ 10.1	10/13/2006		M	1,218	03/05/2004 03/04/2011	Common Stock	1,218
Stock Option (Right to Buy) ⁽¹⁾	\$ 10.29	10/13/2006		M	1,875	02/14/2002 02/13/2012	Common Stock	1,875
Stock Option (Right to Buy) ⁽¹⁾	\$ 10.29	10/13/2006		M	1,875	02/14/2003 02/13/2012	Common Stock	1,875
Stock Option	\$ 10.29	10/13/2006		M	1,875	02/14/2004 02/13/2012	Common Stock	1,875

(Right to Buy) ⁽¹⁾

Stock Option (Right to Buy) ⁽¹⁾	\$ 10.29	10/13/2006	M	1,875	02/14/2005	02/13/2012	Common Stock	1,875
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Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
ZWIERS JAMES D 9341 COURTLAND DRIVE NE ROCKFORD, MI 49351			President, Hush Puppies US Div	

Signatures

/s/ Jeffrey A. Ott, by power of attorney 10/16/2006

**Signature of Reporting Person

Date

Explanation of Responses:

- * 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).
- (1) The number of stock options and the exercise price have been adjusted to reflect stock splits.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.