

GANDER MOUNTAIN CO  
 Form 4  
 August 30, 2007

**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 \*  
 Jacobsen Eric R

2. Issuer Name and Ticker or Trading Symbol  
 GANDER MOUNTAIN CO  
 [GMTN]

5. Relationship of Reporting Person(s) to Issuer  
 (Check all applicable)  
 \_\_\_ Director \_\_\_ 10% Owner  
 Officer (give title below) \_\_\_ Other (specify below)  
 Sr VP, Gen Counsel, Secretary

(Last) (First) (Middle)  
 180 EAST FIFTH STREET, SUITE 1300  
 (Street)

3. Date of Earliest Transaction (Month/Day/Year)  
 08/28/2007

ST. PAUL, MN 55101

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	08/28/2007		P		100	A	\$ 7.41
Common Stock	08/28/2007		P		900	A	\$ 7.43
Common Stock	08/28/2007		P		1,364	A	\$ 7.44
Common Stock	08/28/2007		P		136	A	\$ 7.45
Common Stock	08/28/2007		P		400	A	\$ 7.46

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Common Stock	08/28/2007	P	1,300	A	\$ 7.47	24,200	D
Common Stock	08/28/2007	P	800	A	\$ 7.48	25,000	D
Common Stock	08/28/2007	P	2,747	A	\$ 7.49	27,747	D
Common Stock	08/28/2007	P	900	A	\$ 7.5	28,647	D
Common Stock	08/28/2007	P	500	A	\$ 7.51	29,147	D
Common Stock	08/28/2007	P	400	A	\$ 7.52	29,547	D
Common Stock	08/28/2007	P	200	A	\$ 7.53	29,747	D
Common Stock	08/28/2007	P	300	A	\$ 7.54	30,047	D
Common Stock	08/28/2007	P	300	A	\$ 7.55	30,347	D
Common Stock	08/28/2007	P	300	A	\$ 7.56	30,647	D
Common Stock	08/28/2007	P	600	A	\$ 7.57	31,247	D
Common Stock	08/28/2007	P	53	A	\$ 7.58	31,300	D
Common Stock	08/28/2007	P	300	A	\$ 7.59	31,600	D
Common Stock	08/28/2007	P	1,400	A	\$ 7.6	33,000	D

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

**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 control number.**

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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	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Own Follo Repo
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Disposed  
of (D)  
(Instr. 3,  
4, and 5)

Trans  
(Instr

Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
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## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Jacobsen Eric R 180 EAST FIFTH STREET SUITE 1300 ST. PAUL, MN 55101			Sr VP, Gen Counsel, Secretary	

## Signatures

/s/ W. Morgan Burns on behalf of Eric R. Jacobsen	08/29/2007
<small>**Signature of Reporting Person</small>	<small>Date</small>

## 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).

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.