

SCHEDULE 13D
under the Securities Exchange Act of 1934
(Amendment No. 17)*

WINNEBAGO INDUSTRIES, INC.
(Name of Issuer)

COMMON STOCK, \$.50 PAR VALUE
(Title of Class of Securities)

974637100
(CUSIP Number)

WILLIAM M. LIBIT, ESQ.
CHAPMAN AND CUTLER LLP
111 WEST MONROE STREET
CHICAGO, ILLINOIS 60603
(312) 845-2981
(Name, Address and Telephone Number of Person
Authorized to Receive Notices and Communications)

JANUARY 12, 2004
(Date of Event which Requires
Filing of This Statement)

If the filing person has previously filed a statement on Schedule 13G to report the acquisition which is the subject of this Schedule 13D, and is filing this schedule because of ss.240.13d-1(e), 240.13d-1(f) or 240.13d-1(g), check the following box [].

*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page.

The information required on the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("ACT") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act.

CUSIP No. 974637100

(1) Names of Reporting Persons
S.S. or I.R.S. Identification Nos. of Above Person

Hanson Capital Partners, L.L.C. I.R.S. Identification No. 52-2286575
John V. Hanson SS# ###-##-####
Mary Joan Boman SS# ###-##-####
Paul D. Hanson SS# ###-##-####

(2) Check the Appropriate Box if a Member of a Group (See Instructions)
(a) [x]
(b) []

(3) SEC Use Only

(4) Source of Funds

Not applicable.

(5) Check if Disclosure of Legal Proceedings is Required Pursuant to Items
2(d) or 2(e) []

(6) Citizenship or Place of Organization

Hanson Capital Partners, L.L.C. is a Delaware limited liability
company.

John V. Hanson, Mary Joan Boman and Paul D. Hanson are United States
citizens.

(7) Sole Voting Power
 Hanson Capital
 Partners, L.L.C. 2,629,106 shares (15.5%)
 John V. Hanson 20,130 (includes 100 shares owned
 by wife and 20,000 shares which
 John V. Hanson has a right to
 acquire)*
 Mary Joan Boman 72,748 (includes 26,535 shares
 owned by husband, Gerald E. Boman,
 and 20,000 shares which Gerald E.
 Boman has the right to acquire)*
 Paul D. Hanson 160 shares*
 *less than 1.0 percent.

NUMBER OF
 SHARES
 BENEFICIALLY
 OWNED BY

(8) Shared Voting Power
 Not Applicable.

EACH
 REPORTING
 PERSON

(9) Sole Dispositive Power
 Hanson Capital
 Partners, L.L.C. 2,629,106 shares (15.5%)
 John V. Hanson 20,130 (includes 100 shares owned
 by wife and 20,000 shares which
 John V. Hanson has a right to
 acquire)*
 Mary Joan Boman 72,748 (includes 26,535 shares
 owned by husband, Gerald E. Boman,
 and 20,000 shares which Gerald E.
 Boman has the right to acquire)*
 Paul D. Hanson 160 shares*
 *less than 1.0 percent.

WITH

(10) Shared Dispositive Power
 See (9) above.

(11) Aggregate Amount Beneficially Owned by Each Reporting Person

See (7) and (9) above.

(12) Check if the Aggregate Amount in Row (11) Excludes Certain Shares
(See Instructions)

[]

(13) Percent of Class Represented by Amount in Row (11)

See (7) and (9) above.

(14) Type of Reporting Person (See Instructions)

Hanson Capital Partners, L.L.C., CO.

John V. Hanson, IN; Mary Joan Boman, IN; Paul D. Hanson, IN

ITEM 1. SECURITY AND ISSUER

The class of securities to which this statement relates is Common Stock, \$.50 par value (the "COMMON STOCK"), of Winnebago Industries, Inc. ("WINNEBAGO"), an Iowa corporation. The address of Winnebago's principal executive offices is P.O. Box 152, Forest City, Iowa 50436.

ITEM 2. IDENTITY AND BACKGROUND

This statement is being filed by Hanson Capital Partners, L.L.C., John V. Hanson, Mary Joan Boman and Paul D. Hanson. Hanson Capital Partners, L.L.C. ("HCP") is a Delaware limited liability company which is currently comprised of the Luise V. Hanson Qualified Terminable Interest Property Marital Deduction Trust (the "QTIP TRUST"), the Luise V. Hanson Revocable Trust dated September 22, 1984 (the "REVOCABLE TRUST"), the John V. Hanson Family Trust, the Paul D. Hanson Family Trust and the Mary Joan Boman Family Trust. The business address for HCP is c/o Mr. John V. Hanson, 7019 SE Harbor Circle, Stuart, Florida 34996. The business address for the QTIP Trust is c/o Ms. Linda K. Johnson, Manufacturers Bank and Trust Company, 245 East J Street, P.O. Box 450, Forest City, Iowa 50436. The business address for the Revocable Trust is c/o Mr. John V. Hanson, 7019 SE Harbor Circle, Stuart, Florida 34996. The general purpose of HCP is to provide a business structure for the members of the family of Luise V. Hanson and trusts to enable them to pool and invest assets under consolidated ownership and management. Mr. John V. Hanson is retired and his residence address is 7019 SE Harbor Circle, Stuart, Florida 34996. Mrs. Mary Joan Boman is retired and her residence address is 743 S.W. Thornhill Lane, Palm City, Florida 34990. Mr. Paul D. Hanson is retired and his residence address is 60 W. Pelican Street, #106, Naples, Florida 34113.

John V. Hanson, Mary Joan Boman, Paul D. Hanson and Bessemer Trust Company are co-trustees under the Revocable Trust which has a 64.4% membership interest in HCP. The John V. Hanson Family Trust of which John V. Hanson and Mary Joan Boman are co-trustees and John V. Hanson is the beneficiary, has a .2% membership interest in HCP. The Paul D. Hanson Family Trust, of which Paul D. Hanson, John V. Hanson and Mary Joan Boman are co-trustees and Paul D. Hanson is the beneficiary, has a .2% membership interest in HCP. The Mary Joan Boman Family Trust of which John V. Hanson and Mary Joan Boman are co-trustees and Mary Joan Boman is the beneficiary, has a .2% membership interest in HCP. John V. Hanson, Mary Joan Boman, Paul D. Hanson and Bessemer Trust Company, N.A. are co-trustees under the QTIP Trust which has a 34.9% membership interest in HCP.

None of HCP, John V. Hanson, Mary Joan Boman, and Paul D. Hanson has, during the last five years, been convicted in a criminal proceeding (excluding traffic violations or similar misdemeanors). Further, none of HCP, John V. Hanson, Mary Joan Boman and Paul D. Hanson has, during the last five years, been a party to a civil proceeding of a judicial or administrative body of competent jurisdiction which resulted in any of the foregoing being subject to a judgment, decree or final order enjoining future violations of, or prohibiting or mandating activities subject to, federal or state securities law or finding any violation with respect to such laws.

John V. Hanson, Mary Joan Boman and Paul D. Hanson are United States citizens.

ITEM 3. SOURCE AND AMOUNT OF FUNDS OR OTHER CONSIDERATION

NOT APPLICABLE. This amendment is being filed to report a change in the direct and indirect beneficial ownership by HCP of an aggregate of 46,000 shares of Common Stock as a result of the sale by HCP on January 6, 2004 of 13,100 shares of Common Stock through a broker pursuant to the Rule 10b5-1 Trading Plan (the "TRADING PLAN") with Bessemer Trust Company of Florida; the sale by HCP on January 9, 2004 of 200 shares of Common Stock through a broker; and the sale by HCP on January 12, 2004 of 32,700 shares of Common Stock through a broker. Reference is made to Item 4 for a description of the transactions.

ITEM 4. PURPOSE OF TRANSACTION

On January 6, 2004, HCP sold 13,100 shares of Common Stock through a broker pursuant to the Trading Plan for an approximate purchase price of \$914,818 or an average price per share of \$69.8334; on January 9, 2004, HCP sold 200 shares of Common Stock through a broker for an approximate purchase price of \$14,046 or an average price per share of \$70.23; and on January 12, 2004, HCP sold 32,700 shares of Common Stock through a broker for an approximate purchase price of \$2,262,200 or an average price per share of \$69.1804.

The QTIP Trust, the Revocable Trust, the John V. Hanson Family Trust, the Paul D. Hanson Family Trust and the Mary Joan Boman Family Trust are the only members of HCP.

The undersigned do not presently have any plans or proposals which relate to or would result in:

- (a) The acquisition by any person of additional securities of Winnebago, or the disposition of securities of Winnebago, other than the acquisition or disposition of membership or economic interests in HCP or the disposition by HCP of Winnebago Common Stock in accordance with the Trading Plan and after termination of such Plan from time to time when believed to be in the best interests of HCP's members;
- (b) An extraordinary corporate transaction, such as a merger, reorganization or liquidation, involving Winnebago or any of its subsidiaries;
- (c) A sale or transfer of a material amount of assets of Winnebago or any of its subsidiaries;
- (d) Any change in the present board of directors or management of Winnebago, including any plans or proposals to change the number or term of directors or to fill any existing vacancies on the board;
- (e) Any material change in the present capitalization or dividend policy of Winnebago;
- (f) Any other material change in Winnebago's business or corporate structure;
- (g) Changes in Winnebago's charter, bylaws or instruments corresponding thereto or other actions which may impede the acquisition of control of Winnebago by any person;
- (h) Causing a class of securities of Winnebago to be delisted from a national securities exchange or to cease to be authorized to be quoted in an inter-dealer quotation system of a registered national securities association;
- (i) A class of equity securities of Winnebago becoming eligible for termination of registration pursuant to Section 12(g)(4) of the Act; or
- (j) Any action similar to any of those enumerated above.

ITEM 5. INTEREST IN SECURITIES OF THE ISSUER

- (a) HCP is the beneficial owner of 2,629,106 shares of Common Stock, which represent approximately 15.5% of Winnebago's issued and outstanding Common Stock. The Revocable Trust, of which John V. Hanson, Mary Joan Boman and Paul D. Hanson (each an "INDIVIDUAL TRUSTEE" and collectively, the "INDIVIDUAL TRUSTEES") and Bessemer Trust Company (the "CORPORATE TRUSTEE") are co-trustees, is a member of HCP and has a 64.4% membership interest in HCP.
- (b) By virtue of the Revocable Trust's 64.4% membership interest in HCP, a majority of the Individual Trustees together with the Corporate Trustee have sole voting power with

respect to 2,629,106 shares of Common Stock of which HCP is the beneficial owner. A majority of the Individual Trustees together with the Corporate Trustee have sole dispositive power with respect to the 2,629,106 shares of Common Stock of which HCP is the beneficial owner, except that disposition of all or substantially all of those shares requires the unanimous approval of all members of HCP.

- (c) Except for (i) the transactions described in Item 4, (ii) the sale of an aggregate of 62,000 shares of Common Stock by HCP during the period from December 31, 2003 through January 5, 2004, as reported on Schedule 13D (Amendment No. 16), (iii) the sale of an aggregate of 84,900 shares of Common Stock by HCP during the period from December 26, 2003 through December 30, 2003, as reported on Schedule 13D (Amendment No. 15), (iv) the sale of an aggregate of 75,000 shares of Common Stock by HCP on December 19, 2003 and December 23, 2003, as reported on Schedule 13D (Amendment No. 14), (v) the sale of an aggregate of 75,000 shares of Common Stock by HCP on December 11, 2003 and December 17, 2003, as reported on Schedule 13D (Amendment No. 13), (vi) the sale of 64,000 shares of Common Stock by HCP on December 9, 2003, as reported on Schedule 13D (Amendment No. 12), (vii) the sale of 56,300 shares of Common Stock by HCP on December 8, 2003, as reported on Schedule 13D (Amendment No. 11), (viii) the sale of an aggregate of 144,700 shares of Common Stock by HCP during the period from November 26, 2003 through December 1, 2003, as reported on Schedule 13D (Amendment No. 10), (ix) the sale of an aggregate of 146,600 shares of Common Stock by HCP during the period from November 13, 2003 through November 25, 2003, as reported on Schedule 13D (Amendment No. 9), (x) the sale of an aggregate of 133,700 shares of Common Stock by HCP on November 11, 2003 and November 12, 2003, as reported on Schedule 13D (Amendment No. 8) and (xi) gifts by Mary Joan Boman and Gerald E. Boman (a director of the Company and the husband of Mary Joan) of 1,567 and 1,549 shares, respectively, of the Company's Common Stock in November 2003; none of HCP, John V. Hanson, Mary Joan Boman or Paul D. Hanson has had any transactions in Common Stock during the past 60 days.
- (d) Not applicable.
- (e) Not applicable.

ITEM 6. CONTRACTS, ARRANGEMENTS, UNDERSTANDINGS OR
RELATIONSHIPS WITH RESPECT TO SECURITIES OF THE ISSUER

The Hanson Capital Partners L.L.C. Limited Liability Company Agreement provides that members of HCP shall manage HCP and any action taken by the members under such Agreement requires the consent of members representing a majority of the member percentage interests, except that certain actions, such as the disposition of all or substantially all of HCP's assets, requires the unanimous approval of all members of HCP.

On November 12, 2003, HCP entered into the Trading Plan with Bessemer Trust Company. The Trading Plan authorized HCP to sell a total of 700,000 shares of Common Stock at a minimum price of \$50.00 per share. The Plan terminated on January 6, 2004, when HCP sold the final 13,100 shares of the total of 700,000 shares of Common Stock sold pursuant to the Trading Plan. HCP entered into the Trading Plan as a continuing part of its plan to diversify its investment portfolio.

ITEM 7. MATERIAL TO BE FILED AS EXHIBITS

None.

SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

HANSON CAPITAL PARTNERS, L.L.C.

January 13, 2004

(Date)

/s/ John V. Hanson

John V. Hanson, as Managing Director

January 13, 2004

(Date)

/s/ Mary Joan Boman

Mary Joan Boman, as Managing Director

January 13, 2004

(Date)

/s/ Paul D. Hanson

Paul D. Hanson, as Managing Director

SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

January 13, 2004

(Date)

/s/ Mary Joan Boman

Mary Joan Boman

SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

January 13, 2004

(Date)

/s/ John V. Hanson

John V. Hanson

SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

January 13, 2004

(Date)

/s/ Paul D. Hanson

Paul D. Hanson