

MASON WILLIAM R  
Form 4  
May 04, 2007

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

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

## OMB APPROVAL

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(Print or Type Responses)

1. Name and Address of Reporting Person \*  
MASON WILLIAM R

2. Issuer Name **and** Ticker or Trading  
Symbol  
AMERICAN GREETINGS CORP  
[AM]

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

(Last) (First) (Middle)  
  
ONE AMERICAN ROAD  
  
(Street)

3. Date of Earliest Transaction  
(Month/Day/Year)  
05/02/2007

\_\_\_\_ Director \_\_\_\_ 10% Owner  
\_\_\_\_X\_\_\_\_ Officer (give title \_\_\_\_ Other (specify  
below) below)  
Senior Vice President

CLEVELAND, OH 44144

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

6. Individual or Joint/Group Filing(Check  
Applicable Line)  
\_\_\_\_X\_\_\_\_ 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 Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|-------------------------------------------------------------------|--------|------------|-----------------------------------------------------------------------------------------------|----------------------------------------------------------|-------------------------------------------------------|
|                                 |                                      |                                                    | Code                           | V                                                                 | Amount | (A) or (D) | Price                                                                                         |                                                          |                                                       |
| Class A Common Shares           | 05/02/2007                           |                                                    | M                              |                                                                   | 11,000 | A          | \$ 13.15                                                                                      | 11,000                                                   | D                                                     |
| Class A Common Shares           | 05/02/2007                           |                                                    | S                              |                                                                   | 1,600  | D          | \$ 25.55                                                                                      | 9,400                                                    | D                                                     |
| Class A Common Shares           | 05/02/2007                           |                                                    | S                              |                                                                   | 3,200  | D          | \$ 25.56                                                                                      | 6,200                                                    | D                                                     |
| Class A Common                  | 05/02/2007                           |                                                    | S                              |                                                                   | 100    | D          | \$ 25.57                                                                                      | 6,100                                                    | D                                                     |

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Shares

|                             |            |   |       |   |          |       |   |                           |
|-----------------------------|------------|---|-------|---|----------|-------|---|---------------------------|
| Class A<br>Common<br>Shares | 05/02/2007 | S | 1,000 | D | \$ 25.6  | 5,100 | D |                           |
| Class A<br>Common<br>Shares | 05/02/2007 | S | 400   | D | \$ 25.62 | 4,700 | D |                           |
| Class A<br>Common<br>Shares | 05/02/2007 | S | 400   | D | \$ 25.63 | 4,300 | D |                           |
| Class A<br>Common<br>Shares | 05/02/2007 | S | 1,700 | D | \$ 25.64 | 2,600 | D |                           |
| Class A<br>Common<br>Shares | 05/02/2007 | S | 1,800 | D | \$ 25.65 | 800   | D |                           |
| Class A<br>Common<br>Shares | 05/02/2007 | S | 300   | D | \$ 25.66 | 500   | D |                           |
| Class A<br>Common<br>Shares | 05/02/2007 | S | 100   | D | \$ 25.67 | 400   | D |                           |
| Class A<br>Common<br>Shares | 05/02/2007 | S | 400   | D | \$ 25.68 | 0     | D |                           |
| Class A<br>Common<br>Shares |            |   |       |   |          | 1,060 | I | By Joint<br>Ten<br>w/Wife |

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<br>Derivative<br>Security<br>(Instr. 3) | 2. Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4. Transaction<br>Code<br>(Instr. 8) | 5. Number of<br>Derivative<br>Securities Acquired<br>(A) or Disposed of<br>(D)<br>(Instr. 3, 4, and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) | 7. Title and Amount<br>Underlying Security<br>(Instr. 3 and 4) |                     |                    |       |                        |
|-----------------------------------------------------|--------------------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------|--------------------------------------|--------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|----------------------------------------------------------------|---------------------|--------------------|-------|------------------------|
|                                                     |                                                                    |                                         |                                                             | Code                                 | V                                                                                                      | (A)                                                            | (D)                                                            | Date<br>Exercisable | Expiration<br>Date | Title | Amount<br>or<br>Number |

## Reporting Owners

## Signatures

Date \_\_\_\_\_

### Explanation of Responses:

- 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.