

AMERICAN GREETINGS CORP  
Form 4  
October 06, 2005

**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 \*  
MASON WILLIAM R

(Last) (First) (Middle)

C/O AMERICAN GREETING  
CORP, ONE AMERICAN ROAD

(Street)

CLEVELAND, OH 44144

(City) (State) (Zip)

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

3. Date of Earliest Transaction  
(Month/Day/Year)  
10/04/2005

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

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

**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 or Price		
Class A Common Stock	10/04/2005		M		22,700	D	
					\$ 23.563		
Class A Common Stock	10/04/2005		S		300	D	
					\$ 27.25		
Class A Common Stock	10/04/2005		S		200	D	
					\$ 27.39		
Class A Common Stock	10/04/2005		S		100	D	
					\$ 27.41		

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Common Stock								
Class A Common Stock	10/04/2005	S	300	D	\$ 27.42	21,800		D
Class A Common Stock	10/04/2005	S	400	D	\$ 27.43	21,400		D
Class A Common Stock	10/04/2005	S	400	D	\$ 27.44	21,000		D
Class A Common Stock	10/04/2005	S	2,300	D	\$ 27.45	18,700		D
Class A Common Stock	10/04/2005	S	1,000	D	\$ 27.46	17,700		D
Class A Common Stock	10/04/2005	S	300	D	\$ 27.51	17,400		D
Class A Common Stock	10/04/2005	S	1,300	D	\$ 27.52	16,100		D
Class A Common Stock	10/04/2005	S	12,600	D	\$ 27.53	3,500		D
Class A Common Stock	10/04/2005	S	100	D	\$ 27.57	3,400		D
Class A Common Stock	10/04/2005	S	100	D	\$ 27.6	3,300		D
Class A Common Stock	10/04/2005	S	200	D	\$ 27.61	3,100		D
Class A Common Stock	10/04/2005	S	700	D	\$ 27.62	2,400		D
Class A Common Stock	10/04/2005	S	1,400	D	\$ 27.63	1,000		D
Class A Common Stock	10/04/2005	S	500	D	\$ 27.64	500		D

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Class A Common Stock	10/04/2005	S	300	D	\$ 27.66	200	D	
Class A Common Stock	10/04/2005	S	100	D	\$ 27.67	100	D	
Class A Common Stock	10/04/2005	S	100	D	\$ 27.55	0	D	
Class A Common Stock						1,060	I	by Joint Ten w. Wife

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 Underlying Security (Instr. 3 and 4)	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title
Non-Qualified Stock Option (right to buy)	\$ 23.563	10/04/2005		M	22,700	03/01/1999 <sup>(1)</sup>	03/01/2009	Class A Common Stock

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
MASON WILLIAM R C/O AMERICAN GREETING CORP ONE AMERICAN ROAD CLEVELAND, OH 44144			Senior Vice President	

## Signatures

By: Catherine M. Kilbane, Power of Attorney For: William R.  
Mason

10/06/2005

\_\_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 option, granted on March 1, 1999, was exercisable in annual increments of 5,000 shares on March 1, 2000; 5,000 shares on March 1, 2001, 10,000 shares on March 1, 2002 and 10,000 shares on March 1, 2003.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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