

AMERICAN GREETINGS CORP
Form 4
October 06, 2005

FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2005
Estimated average burden hours per response... 0.5

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		\$ 23.563	22,700	D
Class A Common Stock	10/04/2005		S		\$ 27.25	22,400	D
Class A Common Stock	10/04/2005		S		\$ 27.39	22,200	D
Class A Common Stock	10/04/2005		S		\$ 27.41	22,100	D

Edgar Filing: AMERICAN GREETINGS CORP - Form 4

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

Edgar Filing: AMERICAN GREETINGS CORP - Form 4

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.

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.

SEC 1474
(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 ⁽¹⁾ 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.

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.