

AMERICAN GREETINGS CORP  
Form 4  
July 08, 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 \*  
WEISS ZEV

(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)  
07/06/2005

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)  
Chief Executive Officer

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 Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Class A Common Stock	07/06/2005		M		9,000	A	\$ 17.063
Class A Common Stock	07/06/2005		M		6,000	A	\$ 10.71
Class A Common Stock	07/06/2005		M		8,000	A	\$ 13.83
Class A Common Stock	07/06/2005		M		14,000	A	\$ 14

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Common Stock								
Class A Common Stock	07/06/2005	M	66,666	A	\$ 13.15	112,205	D	
Class A Common Stock	07/06/2005	S	1,100	D	\$ 26.29	111,105	D	
Class A Common Stock	07/06/2005	S	600	D	\$ 26.3	110,505	D	
Class A Common Stock	07/06/2005	S	2,000	D	\$ 26.31	108,505	D	
Class A Common Stock	07/06/2005	S	6,900	D	\$ 26.32	101,605	D	
Class A Common Stock	07/06/2005	S	200	D	\$ 26.33	101,405	D	
Class A Common Stock	07/06/2005	S	800	D	\$ 26.34	100,605	D	
Class A Common Stock	07/06/2005	S	100	D	\$ 26.36	100,505	D	
Class A Common Stock	07/06/2005	S	200	D	\$ 26.37	100,305	D	
Class A Common Stock	07/06/2005	S	9,200	D	\$ 26.38	91,105	D	
Class A Common Stock	07/06/2005	S	4,500	D	\$ 26.39	86,605	D	
Class A Common Stock	07/06/2005	S	5,900	D	\$ 26.4	80,705	D	
Class A Common Stock	07/06/2005	S	2,000	D	\$ 26.41	78,705	D	
Class A Common Stock	07/06/2005	S	17,000	D	\$ 26.42	61,705	D	

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Class A Common Stock	07/06/2005	S	9,500	D	\$ 26.43	52,205	D
Class A Common Stock	07/06/2005	S	900	D	\$ 26.44	51,305	D
Class A Common Stock	07/06/2005	S	1,000	D	\$ 26.47	50,305	D
Class A Common Stock	07/06/2005	S	400	D	\$ 26.48	49,905	D
Class A Common Stock	07/06/2005	S	1,400	D	\$ 26.5	48,505	D
Class A Common Stock	07/06/2005	S	300	D	\$ 26.51	48,205	D
Class A Common Stock	07/06/2005	S	3,800	D	\$ 26.52	44,405	D
Class A Common Stock	07/06/2005	S	1,200	D	\$ 26.54	43,205	D
Class A Common Stock	07/06/2005	S	1,800	D	\$ 26.55	41,405	D
Class A Common Stock	07/06/2005	S	200	D	\$ 26.57	41,205	D
Class A Common Stock	07/06/2005	S	5,600	D	\$ 26.58	35,605	D
Class A Common Stock	07/06/2005	S	4,900	D	\$ 26.59	30,705	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)

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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 Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Own Follo Repo Trans (Instr
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## Reporting Owners

Reporting Owner Name / Address	Relationships				Amount or Number of Shares
	Director	10% Owner	Officer	Other	
WEISS ZEV C/O AMERICAN GREETING CORP ONE AMERICAN ROAD CLEVELAND, OH 44144	X		Chief Executive Officer		

## Signatures

By: Catherine M. Kilbane, Power of Attorney For: Zev Weiss 07/08/2005

\*\*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).

### Remarks:

The reporting person engaged in additional transactions on July 6, 2005, which are reported on a separate Form 4 filed on the date hereof.

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.