

SWELLIE ROBERT C  
Form 3  
March 12, 2010

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
Washington, D.C. 20549

OMB APPROVAL

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**INITIAL STATEMENT OF 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 *		2. Date of Event Requiring Statement	3. Issuer Name <b>and</b> Ticker or Trading Symbol	
Â SWELLIE ROBERT C		(Month/Day/Year)	AMERICAN GREETINGS CORP [AM]	
(Last)	(First)	(Middle)	03/04/2010	
ONE AMERICAN ROAD			4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
(Street)			(Check all applicable)	
CLEVELAND,Â OHÂ 44144			<input type="checkbox"/> Director <input type="checkbox"/> 10% Owner	6. Individual or Joint/Group Filing(Check Applicable Line)
(City)	(State)	(Zip)	<input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other	<input checked="" type="checkbox"/> Form filed by One Reporting Person
			(give title below) (specify below)	<input type="checkbox"/> Form filed by More than One Reporting Person
			Senior Vice President	

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Class B Common Shares	0	D	Â
Class A Common Shares	0	D	Â

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

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**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative	5. Ownership Form of Derivative Security:	6. Nature of Indirect Beneficial Ownership (Instr. 5)
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	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	Security	Direct (D) or Indirect (I) (Instr. 5)	
Stock Option	Â <u>(1)</u>	05/01/2019	Class A Common Shares	22,000	\$ 7.73	D	Â
Stock Option	Â <u>(2)</u>	09/30/2018	Class A Common Shares	15,000	\$ 15.29	D	Â
Stock Option	Â <u>(3)</u>	05/01/2018	Class A Common Shares	8,050	\$ 18.12	D	Â
Stock Option	Â <u>(4)</u>	05/02/2017	Class A Common Shares	8,050	\$ 25.57	D	Â
Stock Option	Â <u>(5)</u>	05/15/2016	Class A Common Shares	7,000	\$ 22.65	D	Â
Stock Option	Â <u>(6)</u>	05/16/2015	Class A Common Shares	8,050	\$ 24.73	D	Â
Stock Option	Â <u>(7)</u>	05/03/2014	Class A Common Shares	8,750	\$ 20.51	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
SWELLIE ROBERT C ONE AMERICAN ROAD CLEVELAND, OH 44144	Â	Â	Â Senior Vice President	Â

## Signatures

Catherine M. Kilbane, Power of Attorney for Robert C. Swellie 03/12/2010

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 5(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) This option will become exercisable with respect to 11,000 shares on May 1, 2010, and with respect to the remaining shares on May 1, 2011.
  - (2) This option became exercisable with respect to 7,500 shares on September 30, 2009, and will become exercisable with respect to the remaining shares on September 30, 2010.

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- (3) This option became exercisable with respect to 4,025 shares on May 1, 2009, and will become exercisable with respect to the remaining shares on May 1, 2010.
- (4) This option became exercisable with respect to 4,025 shares in May 2, 2008, and with respect to the remaining shares on May 2, 2009.
- (5) This option became exercisable with respect to 3,500 shares on May 15, 2007, and with respect to the remaining shares on May 15, 2008.
- (6) This option became exercisable with respect to 4,025 shares in May 16, 2006, and with respect to the remaining shares on May 16, 2007.
- (7) This option became exercisable with respect to 4,375 shares on May 3, 2005, and with respect to the remaining shares on May 3, 2006.

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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