

AMERICAN GREETINGS CORP  
Form 4  
July 08, 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 \*  
WEISS JEFFREY M

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)

3. Date of Earliest Transaction  
(Month/Day/Year)  
07/06/2005

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
President and C.O.O.

C/O AMERICAN GREETING  
CORP, ONE AMERICAN ROAD

(Street)

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

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

CLEVELAND, OH 44144

(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)	
				(A) or (D)	Price			
				Code	V	Amount		
Class A Common Stock	07/06/2005		M	12,000	A	\$ 16.813	12,000	D
Class A Common Stock	07/06/2005		M	14,000	A	\$ 14	26,000	D
Class A Common Stock	07/06/2005		M	50,000	A	\$ 13.15	76,000	D
Class A Common Stock	07/06/2005		S	1,500	D	\$ 26.38	74,500	D

Edgar Filing: AMERICAN GREETINGS CORP - Form 4

Common Stock							
Class A Common Stock	07/06/2005	S	4,500	D	\$ 26.39	70,000	D
Class A Common Stock	07/06/2005	S	5,700	D	\$ 26.4	64,300	D
Class A Common Stock	07/06/2005	S	400	D	\$ 26.41	63,900	D
Class A Common Stock	07/06/2005	S	17,500	D	\$ 26.42	46,400	D
Class A Common Stock	07/06/2005	S	2,800	D	\$ 26.43	43,600	D
Class A Common Stock	07/06/2005	S	400	D	\$ 26.44	43,200	D
Class A Common Stock	07/06/2005	S	500	D	\$ 26.47	42,700	D
Class A Common Stock	07/06/2005	S	200	D	\$ 26.48	42,500	D
Class A Common Stock	07/06/2005	S	700	D	\$ 26.5	41,800	D
Class A Common Stock	07/06/2005	S	100	D	\$ 26.51	41,700	D
Class A Common Stock	07/06/2005	S	1,900	D	\$ 26.52	39,800	D
Class A Common Stock	07/06/2005	S	700	D	\$ 26.54	39,100	D
Class A Common Stock	07/06/2005	S	800	D	\$ 26.55	38,300	D
Class A Common Stock	07/06/2005	S	300	D	\$ 26.57	38,000	D

Edgar Filing: AMERICAN GREETINGS CORP - Form 4

Class A Common Stock	07/06/2005	S	5,100	D	\$ 26.58	32,900	D
Class A Common Stock	07/06/2005	S	2,700	D	\$ 26.59	30,200	D
Class A Common Stock	07/06/2005	S	5,400	D	\$ 26.6	24,800	D
Class A Common Stock	07/06/2005	S	1,700	D	\$ 26.61	23,100	D
Class A Common Stock	07/06/2005	S	9,400	D	\$ 26.62	13,700	D
Class A Common Stock	07/06/2005	S	2,600	D	\$ 26.63	11,100	D
Class A Common Stock	07/06/2005	S	3,000	D	\$ 26.64	8,100	D
Class A Common Stock	07/06/2005	S	1,100	D	\$ 26.65	7,000	D
Class A Common Stock	07/06/2005	S	1,200	D	\$ 26.66	5,800	D
Class A Common Stock	07/06/2005	S	1,100	D	\$ 26.67	4,700	D
Class A Common Stock	07/06/2005	S	1,800	D	\$ 26.68	2,900	D
Class A Common Stock	07/06/2005	S	400	D	\$ 26.71	2,500	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.**

SEC 1474  
(9-02)

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

Edgar Filing: AMERICAN GREETINGS CORP - Form 4

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
--------------------------------------------	--------------------------------------------------------	--------------------------------------	----------------------------------------------------	--------------------------------	-----------------------------------------------------------------------------------------	----------------------------------------------------------	---------------------------------------------------------------	--------------------------------------------	----------------------------------------------------

## Reporting Owners

Reporting Owner Name / Address	Relationships				Amount or Number of Shares
	Director	10% Owner	Officer	Other	
WEISS JEFFREY M C/O AMERICAN GREETING CORP ONE AMERICAN ROAD CLEVELAND, OH 44144	X		President and C.O.O.		

## Signatures

By: Catherine M. Kilbane, Power of Attorney For: Jeffrey M. 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.