

MASON WILLIAM R  
Form 4  
May 04, 2007

**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

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)  
  
ONE AMERICAN ROAD  
  
(Street)

3. Date of Earliest Transaction  
(Month/Day/Year)  
05/02/2007

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

CLEVELAND, OH 44144  
  
(City) (State) (Zip)

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

**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 Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Class A Common Shares	05/02/2007		M		11,000	A	\$ 13.15
Class A Common Shares	05/02/2007		S		1,600	D	\$ 25.55
Class A Common Shares	05/02/2007		S		3,200	D	\$ 25.56
Class A Common	05/02/2007		S		100	D	\$ 6,100 25.57

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Shares									
Class A Common Shares	05/02/2007		S	1,000	D	\$ 25.6	5,100	D	
Class A Common Shares	05/02/2007		S	400	D	\$ 25.62	4,700	D	
Class A Common Shares	05/02/2007		S	400	D	\$ 25.63	4,300	D	
Class A Common Shares	05/02/2007		S	1,700	D	\$ 25.64	2,600	D	
Class A Common Shares	05/02/2007		S	1,800	D	\$ 25.65	800	D	
Class A Common Shares	05/02/2007		S	300	D	\$ 25.66	500	D	
Class A Common Shares	05/02/2007		S	100	D	\$ 25.67	400	D	
Class A Common Shares	05/02/2007		S	400	D	\$ 25.68	0	D	
Class A Common Shares							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.**

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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 Amount Underlying Security (Instr. 3 and 4)				
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amo or Num

Option Type	Exercise Price	Grant Date	Class	Quantity	Expiration Date	Expiration Date	Class	Quantity
Stock Option	\$ 13.15	05/02/2007	M	11,000	03/03/2004	03/03/2013	Class A Common Shares	11,000
Stock Option	\$ 25.57	05/02/2007	A	22,000	(1)	05/02/2017	Class A Common Shares	22,000

## Reporting Owners

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

## Signatures

Catherine M. Kilbane, Power of Attorney for William R. Mason	05/04/2007
**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) This option will become exercisable with respect to 50% of the shares on each of the first and second anniversary dates of grant.

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.