

AMERICAN GREETINGS CORP  
Form 4  
June 28, 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 \*  
**GOULDER MICHAEL**

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)  
**06/26/2007**

\_\_\_\_ 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)	(A) or (D)	5. Amount or Price	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)
Class A Common Shares	06/26/2007		M	35,000	A	\$ 15.76	35,000	D	
Class A Common Shares	06/26/2007		S	20,400	D	\$ 28	14,600	D	
Class A Common Shares	06/26/2007		S	500	D	\$ 28.01	14,100	D	
Class A Common	06/26/2007		S	1,900	D	\$ 28.02	12,200	D	

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Shares							
Class A Common Shares	06/26/2007	S	500	D	\$ 28.03	11,700	D
Class A Common Shares	06/26/2007	S	1,700	D	\$ 28.04	10,000	D
Class A Common Shares	06/26/2007	S	2,100	D	\$ 28.05	7,900	D
Class A Common Shares	06/26/2007	S	1,400	D	\$ 28.06	6,500	D
Class A Common Shares	06/26/2007	S	3,000	D	\$ 28.07	3,500	D
Class A Common Shares	06/26/2007	S	200	D	\$ 28.08	3,300	D
Class A Common Shares	06/26/2007	S	500	D	\$ 28.09	2,800	D
Class A Common Shares	06/26/2007	S	1,600	D	\$ 28.1	1,200	D
Class A Common Shares	06/26/2007	S	100	D	\$ 28.11	1,100	D
Class A Common Shares	06/26/2007	S	600	D	\$ 28.12	500	D
Class A Common Shares	06/26/2007	S	200	D	\$ 28.13	300	D
Class A Common Shares	06/26/2007	S	200	D	\$ 28.15	100	D
Class A Common Shares	06/26/2007	S	100	D	\$ 28.16	0	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**

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(9-02)

required to respond unless the form displays a currently valid OMB control number.

**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 of Underlying Securities (Instr. 3 and 4)	8. Amount or Number of Shares
Stock Option	\$ 15.76	06/26/2007		M	35,000	<u>(1)</u> 11/25/2012	Class A Common Shares	35,000

## Reporting Owners

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

## Signatures

Catherine M. Kilbane, Power of Attorney for Michael L. Goulder 06/28/2007

\*\*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 became fully exercisable on November 25, 2006.

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.