

AMERICAN GREETINGS CORP
 Form 3
 March 09, 2006

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 *

Â Mandelbaum Josef
 (Last) (First) (Middle)

2. Date of Event Requiring Statement

(Month/Day/Year)
 03/01/2006

3. Issuer Name and Ticker or Trading Symbol

AMERICAN GREETINGS CORP [AM]

4. Relationship of Reporting Person(s) to Issuer

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

(Check all applicable)

Director 10% Owner
 Officer Other
 (give title below) (specify below)
 CEO-AG Intellectual Properties

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

C/O AMERICAN GREETINGS CORPORATION,Â ONE AMERICAN ROAD

(Street)

CLEVELAND,Â OHÂ 44144

(City) (State) (Zip)

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)

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 Security

5. Ownership Form of Derivative Security: Direct (D)

6. Nature of Indirect Beneficial Ownership (Instr. 5)

Date Exercisable

Expiration Date

Title

Amount or Number of

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				Shares		or Indirect (I) (Instr. 5)	
Non-Qualified Stock Option (right to buy)	01/27/2004	01/27/2013	Class A Common Stock	10,500	\$ 13.52	D	Â
Non-Qualified Stock Option (right to buy)	09/29/2004	09/29/2013	Class A Common Stock	119,570	\$ 19.81	D	Â
Non-Qualified Stock Option (right to buy)	Â (1)	05/03/2014	Class A Common Stock	7,700	\$ 20.51	D	Â
Non-Qualified Stock Option (right to buy)	Â (2)	05/16/2015	Class A Common Stock	7,000	\$ 24.73	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Mandelbaum Josef C/O AMERICAN GREETINGS CORPORATION ONE AMERICAN ROAD CLEVELAND, OH 44144	Â	Â	Â CEO-AG Intellectual Properties	Â

Signatures

By: Christopher W. Haffke, Power of Attorney For: Josef Mandelbaum 03/09/2006

__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 became exercisable with respect to 3,850 shares on May 3, 2005, and will become exercisable with respect to the remaining 3,850 shares on May 3, 2006.
- (2) This option will become exercisable with respect to 3,500 shares on May 16, 2006, and with respect to the remaining 3,500 shares on May 16, 2007.

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.