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AMERICAN GREETINGS CORP  
Form 8-K  
June 29, 2004

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, DC 20549

FORM 8-K  
CURRENT REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE  
SECURITIES EXCHANGE ACT OF 1934

Date of Report  
(Date of earliest event reported) June 29, 2004  
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1-13859  
Commission File Number

AMERICAN GREETINGS CORPORATION  
(Exact name of registrant as specified in Charter)

Ohio 34-0065325  
-----  
(State or other jurisdiction of incorporation or organization) (I.R.S. Employer Identification No.)

One American Road, Cleveland, Ohio 44144  
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(Address of principal executive Offices) (Zip Code)

(216) 252-7300  
Registrant's telephone number, including area code

ITEM 7. Financial Statements and Exhibits.

c) Exhibits.

The following is furnished as an Exhibit to this Report. Exhibit 99(a) -  
Earnings Release - First Quarter Ended May 31, 2004.

ITEM 12. Results of Operations and Financial Condition.

On June 29, 2004, American Greetings Corporation ("the Corporation") reported its results for the first quarter ended May 31, 2004. The Corporation's earnings release for the first quarter ended May 31, 2004 is furnished as Exhibit 99(a) to this Form 8-K.

The earnings release contains non-GAAP financial measures. For purposes of Regulation G, a non-GAAP financial measure is a numerical measure of a registrant's historical or future financial performance, financial position or cash flows that excludes amounts, or is subject to adjustments that have the effect of excluding amounts, that are included in the most directly comparable measure calculated and presented in accordance with GAAP in the statement of income, balance sheet or statement of cash flows (or equivalent statements) of the issuer; or includes amounts, or is subject to adjustments that have the effect of including amounts, that are excluded from the most directly comparable measure so calculated and presented. In this regard, GAAP refers to generally accepted accounting principles in the United States.

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SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

AMERICAN GREETINGS CORPORATION

By /s/Joseph B. Cipollone

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Joseph B. Cipollone  
Vice President  
Corporate Controller  
Chief Accounting Officer

June 29, 2004

EXHIBIT INDEX

Exhibit

No.

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99(a) Earnings Release - First Quarter Ended May 31, 2004.