



UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

DIVISION OF  
CORPORATION FINANCE

June 18, 2013

Via E-mail

Christopher W. Haffke, Esq.  
Vice President, Secretary and General Counsel  
American Greetings Corporation  
One American Road  
Cleveland, Ohio 44144-2398

**Re: American Greetings Corporation  
Amendment No. 2 to Schedule 13E-3  
Filed on June 13, 2013 by American Greetings Corporation, Morry Weiss,  
Judith Stone Weiss, Zev Weiss, Jeffrey Weiss, Gary Weiss, Elie Weiss et al.  
File No. 005-14133  
Revised Preliminary Proxy Statement on Schedule 14A  
Filed on June 13, 2013  
File No. 001-13859**

Dear Mr. Haffke:

We have reviewed your filings and have the following comments.

Revised Preliminary Proxy Statement on Schedule 14A

Other Written Presentations by Peter J. Solomon Company, L.P., page 46

1. We note your response to prior comment 1 and the related revisions to your disclosure. Please expand your disclosure regarding the LBO sensitivity analyses to clarify why an LBO would require the Family Shareholders to sell any portion of their shares in the company.
2. We note your response to prior comment 3. Item 1015(b)(6) of Regulation M-A requires a reasonably comprehensive summary of the findings contained in each presentation by the financial advisor. We note that many of the preliminary presentations, even those identified in your response as not containing a "range of offer prices," nevertheless contain valuation ranges that should be disclosed in your proxy statement. For instance, the October 26, 2012 presentation contains several valuations, including a DCF analysis that indicates a valuation of \$14.23 to \$22.62 per share. Please disclose the findings presented in each preliminary valuation in your proxy statement, and if a "range of offer prices" was developed, disclose those as well.

Christopher W. Haffke, Esq.  
American Greetings Corporation  
June 18, 2013  
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You may contact me at (202) 551-3503 if you have any questions.

Sincerely,

/s/ David L. Orlic

David L. Orlic  
Special Counsel  
Office of Mergers and Acquisitions

cc: Via E-mail  
Robert A. Weible, Esq.  
Baker & Hostetler LLP