#### Edgar Filing: HOFFMAN GERALDINE SCHOTTENSTEIN - Form 4

| HOFFMAN<br>Form 4<br>January 11,  | GERALDINE S                                   | СНОТТЕ          | NSTEIN         | 1                                      |  |         |             |  |  |   |
|---|---|-----------------|----------------|--|--|---------|-------------|--|--|---|
| FORM  | ЛЛ  |                 |                |  |  |         |             |  | OMB AF   | PPROVAL   |
| -   | UNITED  | STATES          |                |  | AND EXC<br>, D.C. 205                        |         | IGE CO      | OMMISSION  | OMB<br>Number:   | 3235-0287   |
| Check the check | ger   |                 |                | U                                      | ·  |         |             |  | Expires:   | January 31,<br>2005   |
| subject to<br>Section 16.<br>Form 4 or<br>Form 5<br>Filed pursuant to Section   |   |                 |                | SECU                                   | RITIES                                       |         |             |  | Estimated a burden hou response  | verage  |
| obligation<br>may cor<br><i>See</i> Insta<br>1(b).  | ons Section 17(                               | (a) of the      | Public U       | tility Hol                             |  | pany    | Act of 1    | 1935 or Section  | I  |   |
| (Print or Type  | Responses)                                    |                 |                |  |  |         |             |  |  |   |
|   | Address of Reporting<br>N GERALDINE<br>NSTEIN | Person <u>*</u> | Symbol<br>AMER | ICAN EA                                |  | -       | -           | 5. Relationship of ssuer (Check  | Reporting Pers   |   |
| (Leet)  | (First)                                       | (               |                |  | NC [AEO                                      | 8]      |             |  |  |   |
| (Last)<br>1800 MOL  | . , , ,                                       | Middle)         |                | of Earliest T<br>Day/Year)<br>2005     | ransaction                                   |         | -<br>-<br>ł | Director<br>Officer (give t<br>below)  | itle Othe<br>below)  | er (specify   |
|   | (Street)                                      |                 |                | endment, D<br>nth/Day/Yea              | ate Original<br><sup>r)</sup>                |         | 1           | 5. Individual or Joi<br>Applicable Line)<br>_X_ Form filed by O                                | ne Reporting Pe  | rson  |
| COLUMB  | US, OH 43207                                  |                 |                |  |  |         | Ī           | Form filed by M<br>Person  | ore man One Re   | porung  |
| (City)  | (State)                                       | (Zip)           | Tab            | le I - Non-l                           | Derivative S                                 | ecurit  | ies Acqu    | ired, Disposed of,   | or Beneficial  | ly Owned  |
| 1.Title of<br>Security<br>(Instr. 3)  | 2. Transaction Date<br>(Month/Day/Year)       | Execution any   | Date, if       | 3.<br>Transactio<br>Code<br>(Instr. 8) | 4. Securitie<br>por Disposed<br>(Instr. 3, 4 | d of (D | ))          | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s) | 6.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I)<br>(Instr. 4) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
| Common  |   |                 |                | Code V                                 | Amount                                       | (D)     | Price       | (Instr. 3 and 4)   |  |   |
| Common<br>Stock,<br>without<br>par value  | 01/07/2005                                    |                 |                | S                                      | 114,106                                      | D       | \$ 48.9     | 8,654,851  | I  | By Trust  |
| Common<br>Stock,<br>without<br>par value  | 01/07/2005                                    |                 |                | S                                      | 126,900                                      | D       | \$ 49       | 8,527,951  | I  | By Trust  |
| Common<br>Stock,<br>without<br>par value  | 01/07/2005                                    |                 |                | S                                      | 2,475  | D       | \$<br>49.26 | 8,472,147  | Ι  | By Trust  |

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| Common<br>Stock,<br>without<br>par value | 01/07/2005 | S | 35     | D | \$<br>49.27 | 8,472,112 | I | By Trust |
|--|------------|---|--------|---|-------------|-----------|---|----------|
| Common<br>Stock,<br>without<br>par value | 01/07/2005 | S | 35     | D | \$<br>49.28 | 8,472,077 | Ι | By Trust |
| Common<br>Stock,<br>without<br>par value | 01/07/2005 | S | 588    | D | \$<br>49.29 | 8,471,489 | Ι | By Trust |
| Common<br>Stock,<br>without<br>par value | 01/07/2005 | S | 1,731  | D | \$ 48.7     | 8,526,220 | Ι | By Trust |
| Common<br>Stock,<br>without<br>par value | 01/07/2005 | S | 3,462  | D | \$<br>48.72 | 8,522,758 | I | By Trust |
| Common<br>Stock,<br>without<br>par value | 01/07/2005 | S | 1,731  | D | \$<br>48.74 | 8,521,027 | I | By Trust |
| Common<br>Stock,<br>without<br>par value | 01/07/2005 | S | 415    | D | \$<br>48.75 | 8,520,612 | I | By Trust |
| Common<br>Stock,<br>without<br>par value | 01/07/2005 | S | 34     | D | \$<br>48.76 | 8,520,578 | I | By Trust |
| Common<br>Stock,<br>without<br>par value | 01/07/2005 | S | 1,281  | D | \$<br>48.77 | 8,519,297 | Ι | By Trust |
| Common<br>Stock,<br>without<br>par value | 01/07/2005 | S | 69     | D | \$<br>48.78 | 8,519,228 | Ι | By Trust |
| Common<br>Stock,<br>without<br>par value | 01/07/2005 | S | 14,656 | D | \$ 48.8     | 8,504,572 | Ι | By Trust |
|  | 01/07/2005 | S | 69     | D |             | 8,504,503 | Ι | By Trust |

| Common<br>Stock,<br>without<br>par value |            |   |       |   | \$<br>48.81 |           |   |          |
|--|------------|---|-------|---|-------------|-----------|---|----------|
| Common<br>Stock,<br>without<br>par value | 01/07/2005 | S | 1,315 | D | \$<br>48.82 | 8,503,188 | Ι | By Trust |
| Common<br>Stock,<br>without<br>par value | 01/07/2005 | S | 3,946 | D | \$<br>48.83 | 8,499,242 | Ι | By Trust |
| Common<br>Stock,<br>without<br>par value | 01/07/2005 | S | 985   | D | \$<br>48.84 | 8,498,257 | I | By Trust |
| Common<br>Stock,<br>without<br>par value | 01/07/2005 | S | 9,239 | D | \$<br>48.85 | 8,489,018 | Ι | By Trust |
| Common<br>Stock,<br>without<br>par value | 01/07/2005 | S | 34    | D | \$<br>48.86 | 8,488,984 | I | By Trust |
| Common<br>Stock,<br>without<br>par value | 01/07/2005 | S | 381   | D | \$<br>48.91 | 8,488,603 | I | By Trust |
| Common<br>Stock,<br>without<br>par value | 01/07/2005 | S | 312   | D | \$<br>48.92 | 8,488,291 | I | By Trust |
| Common<br>Stock,<br>without<br>par value | 01/07/2005 | S | 6,923 | D | \$<br>48.93 | 8,481,368 | I | By Trust |
| Common<br>Stock,<br>without<br>par value | 01/07/2005 | S | 277   | D | \$<br>48.94 | 8,481,091 | Ι | By Trust |
| Common<br>Stock,<br>without<br>par value | 01/07/2005 | S | 2,890 | D | \$<br>49.05 | 8,478,201 | Ι | By Trust |
|  | 01/07/2005 | S | 34    | D |             | 8,478,167 | Ι | By Trust |

| Common<br>Stock,<br>without<br>par value |            |   |       |   | \$<br>49.06   |           |   |          |
|--|------------|---|-------|---|---------------|-----------|---|----------|
| Common<br>Stock,<br>without<br>par value | 01/07/2005 | S | 2,022 | D | \$ 8<br>49.24 | 8,476,145 | Ι | By Trust |
| Common<br>Stock,<br>without<br>par value | 01/07/2005 | S | 1,523 | D | \$<br>49.25   | 8,474,622 | Ι | By Trust |

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.

# Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 4.<br>Transactio<br>Code<br>(Instr. 8) | 5.<br>onNumber<br>of<br>Derivative<br>Securities<br>Acquired<br>(A) or<br>Disposed<br>of (D)<br>(Instr. 3,<br>4, and 5) |                     | ate                | Unde<br>Secur | unt of<br>rlying                       | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) | 9. Nu<br>Deriv<br>Secur<br>Bene<br>Owne<br>Follo<br>Repo<br>Trans<br>(Instr |
|---|---|---|--|---|---------------------|--------------------|---------------|--|---|---|
|   |   |   | Code V                                 | (A) (D)   | Date<br>Exercisable | Expiration<br>Date | Title         | Amount<br>or<br>Number<br>of<br>Shares |   |   |

### **Reporting Owners**

| <b>Reporting Owner Name / Address</b>                                    | Relationships |           |         |       |  |  |  |
|--|---------------|-----------|---------|-------|--|--|--|
|  | Director      | 10% Owner | Officer | Other |  |  |  |
| HOFFMAN GERALDINE SCHOTTENSTEIN<br>1800 MOLER ROAD<br>COLUMBUS, OH 43207 |               | Х         |         |       |  |  |  |

# Signatures

By: Robert J. Tannous, Attorney-in-Fact

01/11/2005

<u>\*\*</u>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) Shares owned by trusts as to which Mrs. Hoffman serves either as trustee or trust advisor of various family trusts. Mrs. Hoffman disclaims beneficial ownership except to the extent of her pecuniary interest therein.

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.