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PROCTER & GAMBLE CO  
Form 8-K  
September 09, 2004

SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 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) September 9, 2004

THE PROCTER & GAMBLE COMPANY

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(Exact name of registrant as specified in its charter)

|   |                                   |   |
|---|-----------------------------------|---|
| Ohio  | 1-434                             | 31-0411980                                    |
| -----<br>(State or other jurisdiction of incorporation) | -----<br>(Commission File Number) | -----<br>(IRS Employer Identification Number) |
| One Procter & Gamble Plaza, Cincinnati, Ohio            |                                   | 45202   |
| -----<br>(Address of principal executive offices)       |                                   | -----<br>(Zip Code)                           |
| Registrant's telephone number, including area code      | (513) 983-1100                    | -----   |

ITEM 7.01 REGULATION FD DISCLOSURE

On September 9, 2004, The Procter & Gamble Company (the "Company") issued a news release confirming previously announced guidance for the July to September quarter in line with analysts' current consensus estimate.

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.

THE PROCTER & GAMBLE COMPANY

/S/ CHRIS B. WALTHER

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Chris B. Walther, Assistant Secretary  
September 9, 2004

EXHIBITS

Ex. 99 -- News Release by The Procter & Gamble Company dated September 9, 2004.