

PROCTER & GAMBLE CO  
Form 8-K  
October 14, 2008

UNITED STATES  
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) October 14, 2008

THE PROCTER & GAMBLE COMPANY  
(Exact name of registrant as specified in its charter)

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

- .. Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- .. Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- .. Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- .. Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

ITEM 7.01 REGULATION FD DISCLOSURE

On October 14, 2008, The Procter & Gamble Company (the "Company") announced that its Board of Directors declared a quarterly dividend of forty cents (\$0.40) per share on the Common Stock and on the Series A and Series B ESOP Convertible Class A Preferred Stock of the Company, payable on or after November 14, 2008 to shareholders of record at the close of business

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on October 24, 2008. This 8-K is being furnished pursuant to Item 7.01, "Regulation FD Disclosure."

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

BY: /s/ E. J. WUNSCH  
E. J. Wunsch  
Assistant Secretary  
October 14, 2008

EXHIBIT(S)

99. News Release by The Procter & Gamble Company dated October 14, 2008.