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

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) March 9, 2004

THE PROCTER & GAMBLE COMPANY

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(Exact name of registrant as specified in its charter)

OHIO 1-434 31-0411980

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(State or other jurisdiction of incorporation) (Commission File Number) (IRS Employer Identification No.)

ONE PROCTER & GAMBLE PLAZA, CINCINNATI, OHIO 45202

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(Address of principal executive offices) (Zip Code)

Registrant's telephone number, including area code (513) 983-1100  
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ITEM 9. REGULATION FD DISCLOSURE

On March 9, 2003, The Procter & Gamble Company (the "Company") issued a news release with respect to (i) a 2-1 split of the Company's stock, (ii) an increase in the Company's quarterly dividend, and (iii) updating the Company's guidance for the 2003/04 third quarter and full fiscal year. The Company is furnishing this 8-K pursuant to Item 9, "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/ CHRIS B. WALTHER

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Chris B. Walther, Assistant Secretary  
March 9, 2004

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EXHIBITS

99. News Release by The Procter & Gamble Company dated March 9, 2004.