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PROCTER Form 4 August 13,	& GAMBLE CO 2007											
FOR				AND EX 1, D.C. 2	OMB A OMB Number: Expires:	APPROVAL 3235-0287 January 31						
if no lo subject Section Form 4 Form 5 obligati may co <i>See</i> Inst 1(b).	rsuant to Se (a) of the Pu	F CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES Section 16(a) of the Securities Exchange Act of 1934, Public Utility Holding Company Act of 1935 or Section of the Investment Company Act of 1940							Estimated average burden hours per response 0.5			
(Print or Type	Responses)											
LAFLEY ALAN G Sym						nd Ticker o			5. Relationship of Reporting Person(s) to Issuer			
(Last)	(First) (AMBLE Fransaction		[PG]	(Check	eck all applicable)		
(Mon				nth/Day/Year) 10/2007					X Director 10% Owner X Officer (give title Other (specify below) below) COB and CEO			
CINCINN	(Street) ATI, OH 45202		. If Ame iled(Mo			Date Origir ar)	nal		6. Individual or Joi Applicable Line) _X_ Form filed by O Form filed by M Person	ne Reporting F	Person	
(City)	(State)	(Zip)	Tab	le I - N	lon-	Derivativ	e Seci	urities Ac	quired, Disposed of,	or Beneficia	ally Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	Date 2A. Deemed			3. 4. Securities Acquired Transaction(A) or Disposed of (D) Code (Instr. 3, 4 and 5) (Instr. 8) (A)				5. Amount of Securities Beneficially	6. Ownership Form: Direct (D) or Indirect (I)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V	Amount	or (D)	Price	(Instr. 3 and 4)	(Instr. 4)		
Common Stock	08/10/2007			G	V	183	D	\$ 0	1,059,128.449	D		
Common Stock	08/10/2007			S		3,300 (1)	D	\$ 65	1,055,828.449	D		
Common Stock	08/10/2007			S		1,400 (1)	D	\$ 65.01	1,054,428.449	D		
Common Stock	08/10/2007			S		400 <u>(1)</u>	D	\$ 65.02	1,054,028.449	D		
Common Stock	08/10/2007			S		1,500 (1)	D	\$ 65.03	1,052,528.449	D		
	08/10/2007			S			D		1,050,528.449	D		

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Common Stock			2,000 (1)		\$ 65.04			
Common Stock	08/10/2007	S	1,200 (1)	D	\$ 65.05	1,049,328.449	D	
Common Stock	08/10/2007	S	1,800 (1)	D	\$ 65.06	1,047,528.449	D	
Common Stock	08/10/2007	S	500 <u>(1)</u>	D	\$ 65.07	1,047,028.449	D	
Common Stock	08/10/2007	S	200 (1)	D	\$ 65.08	1,046,828.449	D	
Common Stock	08/10/2007	S	200 (1)	D	\$ 65.09	1,046,628.449	D	
Common Stock	08/10/2007	S	900 <u>(1)</u>	D	\$ 65.1	1,045,728.449	D	
Common Stock	08/10/2007	S	700 (1)	D	\$ 65.11	1,045,028.449	D	
Common Stock	08/10/2007	S	2,400 (1)	D	\$ 65.12	1,042,628.449	D	
Common Stock	08/10/2007	S	3,500 (1)	D	\$ 65.13	1,039,128.449	D	
Common Stock						45,251.6945	I	By Retirement Plan Trustees
Common Stock						715.096	Ι	By son
Common Stock						6,158	Ι	By Trust (2)

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	2.	3. Transaction Date	3A. Deemed	4.	5.	6. Date Exercisable and	7. Title and	8. Price of	9. Nu
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transacti	onNumber	Expiration Date	Amount of	Derivative	Deriv
Security	or Exercise		any	Code	of	(Month/Day/Year)	Underlying	Security	Secu
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Derivativ	e	Securities	(Instr. 5)	Bene
	Derivative				Securities	3	(Instr. 3 and 4)		Owne
	Security				Acquired				Follo
					(A) or				Repo
					Disposed				Trans

of (D)

(Insti

(Instr. 3, 4, and 5) Code V (A) (D) Date Expiration Title Amount Exercisable Date or Number of Shares

Reporting Owners

Reporting Owner Name / Address	Relationships						
1	Director	10% Owner	Officer	Other			
LAFLEY ALAN G ONE PROCTER AND GAMBLE PLAZA CINCINNATI, OH 45202	Х		COB and CEO				
Signatures							
Jason P. Muncy as Attorney-In-Fact for AL. LAFLEY	AN G.		08/13/2007				
**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) This sale was made pursuant to a Sales Plan entered into on May 17, 2006, that meets the requirements of Rule 10b5-1(c) of the Se curities Exchange Act of 1934.
- (2) By A.G. Lafley Irrevocable Trust II U/A dated March 8, 1999, Margaret G. Lafley, trustee, for benefit of reporting person's wife and children.

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.