UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(f) of the Investment Company Act of 1940

1. Name and Address of Reporting Person *
JOHNSON WILLIAM R
1221 BROADWAY
OAKLAND, CA 946121888

2. Issuer Name and Ticker or Trading Symbol
CLOROX CO /DE/ [ CLX ]

3. Date of Earliest Transaction (MM/DD/YYYY)
7/1/2004

5. Relationship of Reporting Person(s) to Issuer (Check all applicable)
X__ Director

6. Individual or Joint/Group Filing (Check Applicable Line)
X ___ Form filed by One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

<table>
<thead>
<tr>
<th>Title of Security</th>
<th>Trans. Date</th>
<th>Trans. Code</th>
<th>Deemed Execution Date, if any</th>
<th>Securities Acquired (A) or Disposed of (D)</th>
<th>Amount of Securities Beneficially Owned Following Reported Transaction(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Director Stock Option (Right to Buy) 04CM</td>
<td>7/1/2004</td>
<td>A (1)</td>
<td>3000</td>
<td>3000.00</td>
<td>$53.78</td>
</tr>
</tbody>
</table>

(1) Grant under the Company's Directors' Stock Option Plan. Option is exercisable in two equal annual installments on each of the first two anniversaries of the date of grant.

Explanation of Responses:

(1) Grant under the Company's Directors' Stock Option Plan. Option is exercisable in two equal annual installments on each of the first two anniversaries of the date of grant.

Reporting Owners

<table>
<thead>
<tr>
<th>Reporting Owner Name / Address</th>
<th>Relationships</th>
</tr>
</thead>
<tbody>
<tr>
<td>JOHNSON WILLIAM R 1221 BROADWAY OAKLAND, CA 946121888</td>
<td>X</td>
</tr>
</tbody>
</table>

Signatures

By: By Patrick M. Meehan, Assoc. General Counsel for 7/1/2004 ** Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 4(b)(v).


Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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.