CLOROX CO /DE/

FORM 10-K/A
(Amended Annual Report)

Filed 10/11/1995 For Period Ending 6/30/1995

Address	THE CLOROX COMPANY 1221 BROADWAY
	OAKLAND, California 94612-1888
Telephone	510-271-7000
CIK	0000021076
Industry	Personal & Household Prods.
Sector	Consumer/Non-Cyclical
Fiscal Year	06/30

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

AMENDMENT NO. 1 TO FORM 10-K

FORM 10-K/A
(Mark One)

[x] ANNUAL REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

For the fiscal year ended June 30, 1995

OR [ ] TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

For the transmission period from to

Commission file number 1-07151

THE CLOROX COMPANY
(Exact name of registrant as specified in its charter)

DELAWARE (State or other jurisdiction of incorporation or organization)	31-0595760 (I.R.S. Employer Identification No.)
1221 Broadway, Oakland, CA (Address of principal executive offices)	94612-1888 (Zip Code)
Registrant's telephone number, including area code	(510) 271-7000

THIS AMENDMENT IS BEING FILED SOLELY TO CORRECT CERTAIN FORMATTING ERRORS IN THE FORM 10-K FOR THE CLOROX COMPANY FOR THE FISCAL YEAR ENDED JUNE 30, 1995, AS FILED ON THE EDGAR SYSTEM ON SEPTEMBER 28, 1995. THERE ARE NO SUBSTANTIVE CHANGES TO THE ORIGINAL FILING BEING MADE VIA THIS AMENDMENT. THE AMENDED FORM 10-K, WITH ALL EXHIBITS THERETO, IS ATTACHED HERETO IN ITS ENTIRETY, WITH THE FORMATTING ERRORS CORRECTED.

SIGNATURES

Pursuant to the requirements of Section l3 or l5(d) of the Securities Exchange Act of l934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

THE CLOROX COMPANY

Date: October 10, 1995

/s/ E. A. Cutter

By: E. A. Cutter, Senior Vice President - General Counsel and Secretary

UNITED STATES SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549
FORM 10-K

(Mark One)
[x] ANNUAL REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934
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1221 Broadway, Oakland, CA (Address of principal executive offices)	94612-1888 (Zip Code)
Registrant's telephone number, including area code	(510) 271-7000

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Name of each exchange on which registered
Common Stock, $1 par value	New York Stock Exchange Pacific Stock Exchange

Securities registered pursuant to Section 12(g) of the Act: NONE.

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days.

Yes X No

Indicate by check mark if disclosure of delinquent filers pursuant to Item 405 of Regulation S-K is not contained herein, and will not be contained, to the best of registrant's knowledge, in definitive proxy or information statements incorporated by reference in Part III of this Form 10-K or any amendment to this Form 10-K.[ ]

Aggregate market value of voting stock held by non-affiliates of the registrant at July 31, 1995: $2,410,890,628. Number of shares of common stock outstanding at July 31, 1995: 52,437,995.

DOCUMENTS INCORPORATED BY REFERENCE

Portions of the registrant's Annual Report to Stockholders for the Year Ended June 30, 1995 are incorporated by reference into Parts I, II and IV of this Report. Portions of the registrant's definitive Proxy Statement for the Annual Meeting of Stockholders to be held on November 15, 1995, which will be filed with the United States Securities and Exchange Commission within 120 days after the end of the registrant's fiscal year ended June 30, 1995, are incorporated by reference into Part III of this Report.

PART I

ITEM l. BUSINESS

(a) GENERAL DEVELOPMENT OF BUSINESS.

The Company (the term "Company" as used herein includes the registrant identified on the facing sheet, The Clorox Company, and its subsidiaries, unless the context indicates otherwise) was originally founded in Oakland, California in 1913 as the Electro-Alkaline Company. It was reincorporated as Clorox Chemical Corporation in 1922, as Clorox Chemical Co. in 1928, and as The Clorox Company (an Ohio corporation) in 1957, when the business was acquired by The Procter & Gamble Company. The Company was fully divested by The Procter & Gamble Company in 1969 and, as an independent company, was reincorporated in 1973 in California as The Clorox Company. In 1986, the Company was reincorporated in Delaware.

The Clorox Company Annual Report for the Year Ended June 30, 1995 ("Annual Report") to its stockholders is included in this Form l0-K. Portions of the Annual Report are incorporated herein by specific reference.

During fiscal year 1995, the Company continued the implementation of a new strategy for its domestic business. The Company continued to focus on expanding the business through internal development of new products and line extensions of existing products. The Company introduced 16 new products in the U.S. during fiscal year 1995. It also continued its strategy of considering strategic acquisitions and, in that regard, acquired "Black Flag" brand of aerosol insecticides in September 1995. The Company also acquired Canada-based Brita International Holdings, Inc. as a geographic expansion of the Company's "Brita" brand water filtration systems.

Internationally, the Company continued the implementation of its strategy of expanding its laundry, household cleaning and insecticide businesses to markets where these categories are not yet fully developed, but where high potential exists. The Company made eight international acquisitions in fiscal year 1995, increased its ownership in three additional businesses, and established businesses in eight new countries, including Brazil, Peru, the Czech Republic, the Slovak Republic and the People's Republic of China. In addition, the Company introduced 22 new products or line extensions in previously established international operations.

(b) FINANCIAL INFORMATION ABOUT INDUSTRY SEGMENTS.

The Company's operations are predominantly in one segment -- non-durable household consumer products. Such operations include the production and marketing of non-durable consumer products sold primarily through grocery and other retail stores. Financial information for the last three fiscal years attributable to the Company's operations is set forth in the Consolidated Financial Statements, pages 20 through 29 of the Annual Report, incorporated herein by this reference.

(c) NARRATIVE DESCRIPTION OF BUSINESS.

PRINCIPAL PRODUCTS. Products currently marketed in the United States and certain foreign countries are listed on page 36 of the Annual Report, incorporated herein by this reference.

PRINCIPAL MARKETS - METHODS OF DISTRIBUTION. Most non-durable household consumer products are nationally advertised and sold within the United States to grocery stores through a network of brokers that was reduced through consolidation during fiscal year 1995, and to mass merchandisers, warehouse clubs, military and other retail stores primarily through a direct sales force. The Company also sells, within the United States, institutional versions of specialty food and non-food products. Outside the United States, the Company sells consumer products through subsidiaries, licensees, distributors and joint venture arrangements with local partners.

SOURCES AND AVAILABILITY OF RAW MATERIALS. The Company has obtained ample supplies of all required raw materials and packaging supplies, which, with a few exceptions, were available from a wide variety of sources during fiscal year 1995. Contingency plans have been developed for single sourced supplier materials. No supply problems are presently anticipated.

PATENTS AND TRADEMARKS. Although some products are covered by patents, the Company does not believe that patents, patent licenses or similar arrangements are material to its business. Most of the Company's brand name consumer products are protected by registered trademarks. Its brand names and trademarks are extremely important to its business and the Company pursues a course of vigorous action against apparent infringements.

SEASONALITY. The only portions of the operations of the Company which have any significant degree of seasonality are the marketing of charcoal briquets and insecticides. Most sales of these product lines occur in the third and fourth fiscal quarters. Working capital to carry inventories built up in the off-season and to extend terms to customers is generally provided by internally generated funds plus commercial paper lines of credit.

CUSTOMERS AND ORDER BACKLOG. During fiscal year 1995, revenue from the Company's sales of its products to Wal-Mart Stores, Inc. and its affiliated companies exceeded 10% of the Company's gross consolidated revenues. Except for this relationship, the Company is not dependent upon any other single customer or a few customers. Order backlog is not a significant factor in the Company's business.

RENEGOTIATION. None of the Company's operations is subject to renegotiation or termination at the election of the Federal government.

COMPETITION. The markets for consumer products are highly competitive and most of the Company's products compete with other nationally advertised brands within each category, and with "private label" brands and "generic" non-branded products of grocery chains and wholesale cooperatives. Competition is encountered from similar and alternative products, many of which are produced and marketed by major national concerns having financial resources greater than those of the Company. Depending on the competitor, the Company's products compete with competitive products on price, quality or other benefits to consumers.

A newly introduced consumer product (whether improved or newly developed) usually encounters intense competition requiring substantial expenditures for advertising and sales promotion. If a product gains consumer acceptance, it normally requires continuing advertising and promotional support to maintain relative market position.

RESEARCH AND DEVELOPMENT. The Company's operations incurred expenses of approximately $44,819,000 in fiscal year 1995, $44,558,000 in fiscal year 1994, and $42,445,000 in fiscal year 1993 on research activities relating to the development of new products or the maintenance and improvement of existing products. None of such research activity was customer sponsored.

ENVIRONMENTAL MATTERS. The Company does not anticipate making material capital expenditures in the future for environmental control facilities or to comply with environmental laws and regulations. However, in general, the Company does anticipate spending increasing amounts annually for facility upgrades and for environmental programs. The amount of capital expenditures for environmental compliance was not material in fiscal year 1995 and is not expected to be material in the next fiscal year.

In addition, the Company is involved in certain other environmental matters, as follows:

(i) The Company sold its architectural coatings business in fiscal year 1990. In connection with the disposition of those manufacturing facilities, the Company retained responsibility for certain environmental obligations. The financial reserve established at the time of the sale is expected to be adequate to cover the financial responsibilities for environmental matters which may arise in the future.

(ii) The Company has been named as a potentially responsible party ("PRP") by the Environmental Protection Agency pursuant to the Spill Compensation and Control Act, the Sanitary Landfill Closure and Contingency Fund Act, and a section of the Solid Waste Management Act, for a site in New Jersey. Based on the Company's experience and because the Company's level of involvement is extremely limited, the Company does not expect that this matter will represent a material cost to the Company in the future. The Company settled a similar matter for another site in New Jersey during fiscal year 1995 and does not expect such settlement to represent a material cost in the future.

(iii)The Company sold its Jersey City, New Jersey manufacturing facility during fiscal year 1994. In connection with the disposition of this manufacturing facility, the Company retained responsibility for certain environmental obligations. The Company does not expect that the cost of any future environmental liability in connection with the sale of this facility will be material.

(iv) The Company operates a water treatment operation at its former Oakland, California manufacturing location and may undertake additional remediation in the future to recondition such property for sale. A financial reserve established in an earlier year is considered by management to be adequate to cover the future costs or liability in connection with this manufacturing location.

(v) During fiscal year 1995, the Company entered into a "de minimis" settlement relating to its alleged involvement at the American Chemical Services site in Griffith, Indiana. The Company does not expect the settlement to represent a material cost in the future.

(vi) The Company has been identified as a PRP by the Environmental Protection Agency for a site in Johnson County, Kansas. The Company is continuing to negotiate a settlement of this matter, which is not expected to represent a material cost to the Company.

(vii)In fiscal year 1994, the Company incurred environmental remediation costs at one of its facilities in Chicago, Illinois, which were not material. In fiscal year 1995, the Company received partial reimbursement of these costs from an adjacent property owner.

(viii)The Company has announced that it contemplates the sale of its Frederick, Maryland manufacturing facility. Customary environmental investigations are being conducted in conjunction with the contemplated sales of these sites. The Company does not expect that material environmental liabilities will be identified, and accordingly has not recorded any loss contingencies. During fiscal year 1995, the Company sold its Dyersburg, Tennessee manufacturing facility, but the Company does not expect any future environmental liability in connection with such sale.

(ix) The Company has been named in a private action by a party seeking contribution by the Company for remediation costs relating to a site that the Company may have formerly been associated with in Dickinson County, Michigan. Although the parties are currently in the discovery process and the basis for the Company's potential liability has not yet been clearly identified, the Company does not expect that this matter will represent a material cost in the future.

(x) A former subsidiary of the Company has been named as a PRP by the Environmental Protection Agency for a site in Tulalip, Washington in connection with the Company's former architectural coatings business. Pursuant to the terms of the agreement by which the Company sold such architectural coatings business, the Company has been responding to this matter. Based on the Company's experience and because the Company's level of involvement is extremely limited, the Company does not expect that this matter will represent a material cost to the Company in the future.

Although the potential cost to the Company related to the above ongoing environmental matters is uncertain due to such factors as: the unknown magnitude of possible pollution and clean-up costs; the complexity and evolving nature of governmental laws and regulations and their interpretations; and the timing, varying costs and effectiveness of alternative clean-up technologies; based on its experience and without offsetting for expected insurance recoveries or discounting for present value, the Company does not expect that such costs individually and in the aggregate will represent a material cost to the Company or affect its competitive position.

NUMBER OF PERSONS EMPLOYED. At the end of fiscal year 1995, approximately 4,700 persons were employed by the Company's continuing operations.

(d) FINANCIAL INFORMATION ABOUT FOREIGN AND DOMESTIC OPERATIONS AND EXPORT SALES.

Net sales, pretax earnings and identifiable assets related to foreign operations and export sales are each below l0% of the respective consolidated amounts for the Company for fiscal year 1995 and have been below these levels for the two preceding fiscal years, but may not be indicative of future levels due to the Company's strategy to expand its international operations.

ITEM 2. PROPERTIES

PRODUCTION FACILITIES. The Company operates production and major warehouse facilities for its operations in 17 locations throughout the United States, and in 21 locations internationally. The vast majority of the space is owned. Some space, mainly for warehousing, is leased. The facility in Dyersburg, Tennessee was sold during fiscal year 1995. The Frederick, Maryland facility was closed in August 1994. As part of the acquisition of S.O.S in fiscal year 1994, the Company acquired two facilities, one in the United States and the other in Canada. The Canadian S.O.S facility was closed in fiscal year 1995. The Company acquired a production facility in Argentina in August 1995. The Company considers its manufacturing and warehousing facilities to be adequate to support its business.

OFFICES AND TECHNICAL CENTER. The Company's general office building is owned and is located in Oakland, California. The Company also occupies leased office space in Oakland one block from its general office building. However, the lease will terminate and the Company plans to vacate such leased office space in Oakland during fiscal year 1996. The Company's Technical Center and Data Center are owned and are located in Pleasanton, California. Leased sales and other office facilities are located at a number of manufacturing and other locations.

ENCUMBRANCES. None of the Company's owned facilities are encumbered to secure debt owed by the Company, except that the manufacturing facilities in Wheeling, Illinois and Belle, Missouri secure industrial revenue bond indebtedness incurred in relation to the construction or upgrade thereof.

ITEM 3. LEGAL PROCEEDINGS

None.

ITEM 4. SUBMISSION OF MATTERS TO A VOTE OF SECURITY HOLDERS

None.

EXECUTIVE OFFICERS OF THE REGISTRANT

The names, ages and current positions of the executive officers of the Company are set forth below:

Name (Age) and Year Elected to Current Position			Title and Current Position(s)
G. C. Sullivan	(55)	1992	Chairman of the Board, Chief Executive Officer and President
W. F. Ausfahl	(55)	1983	Group Vice President and Chief Financial Officer
E. A. Cutter	(56)	1992	Senior Vice President-General Counsel and Secretary
N. P. DeFeo	(49)	1993	Group Vice President-U.S. Operations
R. A. Llenado	(48)	1992	Group Vice President-Technical
P. N. Louras, Jr.	(45)	1992	Group Vice President
A. W. Biebl	(45)	1992	Vice President-Manufacturing, Engineering and Distribution
R. H. Bolte	(55)	1995	Vice President-Corporate Marketing Services
J. M. Brady	(41)	1993	Vice President-Human Resources

J. O. Cole	(54)	1992	Vice President-Corporate Affairs
R. T. Conti	(40)	1992	Vice President-International
C. M. Couric	(48)	1995	Vice President-Brita Products
L. Griffey	(59)	1993	Vice President-International Manufacturing
G. E. Johnston	(48)	1993	Vice President-Kingsford Products Division
R. C. Klaus	(50)	1990	Vice President-Professional Products
D. C. Murray	(59)	1989	Vice President-Household Products
L. S. Peiros	(40)	1995	Vice President-Food Products Division
K. M. Rose	(46)	1993	Vice President-Treasurer
H. J. Salvo, Jr.	(47)	1991	Vice President-Controller
B. A. Sudbury	(48)	1992	Vice President-Research and Development
F. A. Tataseo	(41)	l994	Vice President-Sales
C. E. Williams	(46)	1993	Vice President-Information Services

There is no family relationship between any of the above named persons, or between any of such persons and any of the directors of the Company or any persons nominated for election as a director of the Company. See Item 10 of Part III of this Form 10-K.

The current term of office of each officer is from the date of the officer's election to the date of the first Board of Directors' meeting following the next Annual Meeting of Stockholders or until the officer's successor is elected, subject to the power of the Board of Directors to remove any officer at any time.

W. F. Ausfahl, R. C. Klaus and D.C. Murray have been employed by the Company for at least the past five years in the same respective positions as listed above. The other executive officers have held the respective positions described below for at least the past five years:

G. C. Sullivan joined the Company in 1971 in the sales department of Household Products. Prior to his election as Chairman of the Board, Chief Executive Officer and President in 1992, he was Group Vice President from 1989 through 1992 and Vice President-Household Products from 1984 through 1989.

E. A. Cutter joined the Company in June 1983 as Vice President-General Counsel and Secretary. He held this position through June 1, 1992, when he was elected Senior Vice President-General Counsel and Secretary, with additional responsibility for the Company's government affairs and community affairs functions.

N. P. DeFeo joined the Company in June 1993 as Group Vice President-U.S. Operations. Previously, he had been with The Procter & Gamble Company for 25 years. His last position there was as Vice President and Managing Director of Worldwide Strategic Planning, Laundry and Cleaning Products.

R. A. Llenado joined the Company in September 1991 as Group Vice President. Prior to joining the Company, he was Vice President, Research and Development, L & F Products, Inc. (formerly Lehn & Fink Products Group, a subsidiary of Eastman Kodak Co.) from 1988 to 1991.

P. N. Louras, Jr. joined the Company in April 1980 as Manager, Analysis and Control, Kingsford Products. Prior to his election as Group Vice President effective June 1, 1992, he was Vice President-International from August 1990 through May 1992, Vice President-Controller from July 1988 through August 1990 and Controller, Household Products from 1987 through July 1988.

A. W. Biebl joined the Company in 1981 as Manufacturing Manager, Food Service. Prior to his election as Vice President-Manufacturing, Engineering and Distribution effective June 1, 1992, he was Vice President-Kingsford Products from 1989 through May 1992 and Vice President-Food Service Products from 1985 through 1989.

R. H. Bolte joined the Company in April 1982. Prior to his election as Vice President-Corporate Marketing Services in July 1995, he was Director of Advertising and Promotion from June 1993 through June 1995 and Director of Media Services from May 1982 through May 1993.

J. M. Brady joined the Company in 1976 as a brand assistant in Marketing, Household Products. From November 1991 until her election as Vice President-Human Resources in September 1993, she was Vice President-Corporate Marketing Services. She was director of Corporate Marketing Services from August 1991 through November 1991, Director of Marketing, Kingsford Products from 1989 through August 1991 and held various marketing positions for Household Products and Kingsford Products from 1987 through 1989.

J. O. Cole joined the Company in 1973 as an attorney in its Legal Services Department. He has served in numerous capacities in that

Department and was named Associate General Counsel in 1992. In November 1992, he was elected to the position of Vice President-Corporate Affairs.

R. T. Conti joined the Company in 1982 as Associate Region Sales Manager, Household Products. Prior to his election as Vice President-International effective June 1, 1992, he was Area General Manager-International for Europe, Middle East and Africa from 1990 through May 1992 and Manager of Sales Planning for Household Products from 1987 through 1990.

C. M. Couric joined the Company in 1973 as a Brand Assistant in the Household Products marketing organization. Prior to his election in July, 1995 as Vice President-Brita Products, he had served as Director, Brita Operations from 1988 through June 1995 and as a Manager of Business Development from 1984 through 1988.

G. E. Johnston joined the Company in July 1981 as Regional Sales Manager-Special Markets. Prior to his election as Vice President-Kingsford Product Division effective November 17, 1993, he was Vice President-Corporate Development from June 1992 through November 16, 1993, and Director of Corporate Development from 1991 through May 1992, and Director of Business Development from September 1989 through 1991.

L. S. Peiros joined the Company in 1982 and was elected Vice President-Food Products Division effective July 1995. From September 1993 until his election to his current position he was Vice President-Corporate Marketing Services. From June 1992 through August 1993 he was Director of Marketing-Household Products and from August 1991 through June 1992 he was Director of Marketing-Kingsford Products. Prior to that he had served in various marketing positions in both Household Products and Kingsford Products.

K. M. Rose joined the Company in 1978 as a financial analyst. Prior to her election as Vice President-Treasurer effective July 15, 1992, she was Controller, Household Products from July 1988 through July 1992. Beginning October 1, 1994, she also assumed responsibility for the Company's investor relations and risk management functions.

H. J. Salvo, Jr. joined the Company in 1972 as a staff accountant. Prior to his election as Vice President-Controller in November 1990, he was Director of Business Development from October 1989 through September 1990 and had served as Controller for three of the Company's operating units from 1983 through September 1989.

B. A. Sudbury joined the Company in 1978 as Project Leader in Research and Development. Prior to his election as Vice President-Research and Development effective June 1, 1992, he was Director of Research and Development, Household Products from 1985 through May 1992.

F. A. Tataseo joined the Company in October 1994 as Vice President-Sales. Previously, he was employed by The Pillsbury Company (Division of Grand Metropolitan Inc.) as Vice President, Sales (March - September 1994), and as Vice President, Direct Sales Force (June 1993 - February 1994); and by The Procter & Gamble Company as Sales Merchandising Division Manager, Soap Sector (May 1992 - May 1993); as Division Sales Manager, Laundry Products Category (November 1990 - April 1993); and as Division Sales Manager, Fabric Care Category (July 1988 - October 1990).

C. E. Williams joined the Company in May 1993 as Vice President-Information Services. From 1987 until he joined the Company, Mr. Williams was Director of Information Services of the Fritz Companies, Inc.

PART II

ITEM 5. MARKET FOR REGISTRANT'S COMMON EQUITY AND RELATED STOCKHOLDER MATTERS

(a) MARKET INFORMATION.

The principal markets for Clorox Common Stock are the New York and Pacific Stock Exchanges. The high and low sales prices quoted for New York Stock Exchange-Composite Transactions Report for each quarterly period during the past two fiscal years appears under "Quarterly Data," page 32 of the Annual Report, incorporated herein by this reference, and on July 31, 1995, the closing price for the Company's stock was $65.625 per share.

(b) HOLDERS.

The approximate number of record holders of Clorox Common Stock as of July 31, 1995 was 13,056 based on information provided by the Company's transfer agent.

(c) DIVIDENDS.

The amount of quarterly dividends paid with respect to Clorox Common Stock during the past two fiscal years appears under "Quarterly Data," page 32 of the Annual Report, incorporated herein by this reference.

ITEM 6. SELECTED FINANCIAL DATA

This information appears under "Financial Summary," pages 30 and 31 of the Annual Report, incorporated herein by this reference.

ITEM 7. MANAGEMENT'S DISCUSSION AND ANALYSIS OF FINANCIAL
CONDITION AND RESULTS OF OPERATION

This information appears under "Management's Discussion and Analysis," pages 18 and 19 of the Annual Report, incorporated herein by this reference.

ITEM 8. FINANCIAL STATEMENTS AND SUPPLEMENTARY DATA

These statements and data appear on pages 20 through 28 and 32 of the Annual Report, incorporated herein by this reference.

ITEM 9. CHANGES IN AND DISAGREEMENTS WITH ACCOUNTANTS ON
ACCOUNTING AND FINANCIAL DISCLOSURE

None.

PART III

ITEM l0. DIRECTORS AND EXECUTIVE OFFICERS OF THE
REGISTRANT

Information regarding each nominee for election as a director, including those who are executive officers of the Company, appears under "Nominees for Election as Directors" of the definitive Proxy Statement of the Company, which will be filed with the United States Securities and Exchange Commission within 120 days after the end of the registrant's fiscal year ended June 30, 1995 ("Proxy Statement"), incorporated herein by this reference.

Pursuant to Instruction 3 to Item 401(b) of Regulation S-K, information regarding the executive officers of the registrant is reported in Part I of this Report.

The information required by Item 405 of Regulation S-K appears under "Compliance with Section 16(a) of the Exchange Act" of the Proxy Statement, incorporated herein by this reference.

ITEM ll. EXECUTIVE COMPENSATION

The information required by Item 402 of Regulation S-K appears under "Organization of the Board of Directors," "Employee Benefits and Management Compensation Committee Report on Compensation," "Summary Compensation Table," "Options and Stock Appreciation Rights," "Comparative Stock Performance," "Pension Plan," and "Supplemental Executive Retirement Plan" of the Proxy Statement, all incorporated herein by this reference.

ITEM l2. SECURITY OWNERSHIP OF CERTAIN BENEFICIAL OWNERS
AND MANAGEMENT

(a) SECURITY OWNERSHIP OF CERTAIN BENEFICIAL OWNERS.

Information concerning the only entity or person known to the Company to be the beneficial owner of more than 5% of its Common Stock appears under "Beneficial Ownership of Voting Securities" of the Proxy Statement, incorporated herein by this reference.

(b) SECURITY OWNERSHIP OF MANAGEMENT.

Information concerning the beneficial ownership of the Company's Common Stock by each nominee for election as a director appears under "Nominees for Election as Directors" of the Proxy Statement and by all directors and executive officers as a group appears under "Beneficial Ownership of Voting Securities" of the Proxy Statement, both incorporated herein by this reference.

ITEM l3. CERTAIN RELATIONSHIPS AND RELATED TRANSACTIONS

Information concerning transactions with directors, nominees for election as directors, management and the beneficial owner of more than 5% of the Company's Common Stock appears under "Beneficial Ownership of Voting Securities" of the Proxy Statement, incorporated herein by this reference.

PART IV

<CPATION>

ITEM l4. EXHIBITS, FINANCIAL STATEMENT SCHEDULES AND REPORTS ON FORM 8-K

(a)(1) Financial Statements: Page

Financial Statements and Independent Auditors' Report included in the Annual Report, incorporated herein by this reference: Copy Included

Statements of Consolidated Earnings for the years ended June 30, 1995, l994 and l993

Consolidated Balance Sheets, June 30, 1995 and l994

Statements of Consolidated Stockholders' Equity for the years ended June 30, 1995, l994 and l993

Statements of Consolidated Cash Flows for the years ended June 30, 1995, l994 and l993

Notes to Consolidated Financial Statements

Independent Auditors' Report

Quarterly Data

(2) Financial Statement Schedules have been omitted because of the absence of conditions under which they are required, or because the information is shown elsewhere in this Form 10-K.

(3) Executive Compensation Plans and Arrangements:

Stock Option Plan (1977), amended 10/16/80, 7/21/82, 6/21/83, 10/19/83 and 11/17/93 (Exhibit 10(i) to Annual Report on Form 10-K for the year ended June 30, 1994)

Long-Term Compensation Program dated October 21, 1987, amended 11/17/93 (Exhibit 10(ii) to Annual Report on Form 10-K for the year ended June 30, 1994)

Officer Employment Contract (form) (Exhibit 10(ix) to Annual Report on Form 10-K for the year ended June 30, 1993)

Supplemental Executive Retirement Plan dated July 17, 1991 (Exhibit 10(x) to Annual Report on Form 10-K for the year ended June 30, 1993)

(b) Current Reports on Form 8-K during the fourth quarter of fiscal year 1995:

None.

(c) Exhibits:

Index to Exhibits follows.

(d) (Not applicable)

Index to Exhibits

(2) (Not applicable)

(3) (i) Certificate of Incorporation dated October 22, 1986 (filed as Exhibit (3)(i) to Annual Report on Form 10-K for the year ended June 30, 1987, incorporated herein by this reference)
(ii) Bylaws dated November 18, 1992 (restated) (filed as Exhibit 3(ii) to Quarterly Report on Form 10-Q for the quarter ended December 31, 1992, incorporated herein by this reference)

(4) (i) Form of Indenture between the Company and Wachovia Bank & Trust Company, N.A. as Trustee, regarding $200,000,000 in 8.8% Notes due 2001 (filed as Exhibit 4 to Registration Statement on Form S-3 No. 33-4083 dated May 24, 1991, incorporated herein by this reference)

(ii) Prospectus Supplement (to Prospectus dated July 9, 1991) giving terms of the Indenture referenced in Exhibit 4 (i) above (filed on July 18, 1991, supplementing the Registration Statement on Form S-3 No. 33-4083 dated May 24, 1991, and incorporated herein by this reference)

(9) (Not applicable)

(10) Material contracts:

(i) Stock Option Plan (1977) (Amended l0/l6/80, 7/2l/82, 6/2l/83, l0/l9/83, 9/18/85, 11/20/85, 7/15/87 and 11/17/93) (Exhibit 10(i) to Annual Report on Form 10-K for the year ended June 30, 1994, incorporated herein by this reference)
(ii) Long-Term Compensation Program dated October 21, 1987 (filed as Exhibit 10(ii) to Annual Report on Form 10-K for the year ended June 30, 1994, incorporated herein by this reference)
(iii) Agreement between Henkel KGaA and the Company dated June l8, l98l (filed as Exhibit (l0)(v) to Form 8

dated August ll, l983, incorporated herein by this reference)

(iv)Agreement between Henkel GmbH (now Henkel KGaA) and the Company dated July 3l, l974 (filed as Exhibit (l0)(vi) to Form 8 dated August ll, l983, incorporated herein by this reference)

(v) Agreement between Henkel KGaA and the Company dated November l6, l98l (filed as Exhibit (l0)(vii) to Form 8 dated August ll, l983, incorporated herein by this reference)

(vi)Agreement between Henkel KGaA and the Company dated July 16, 1986 (filed as Exhibit B to Current Report on Form 8-K for March 19, 1987, incorporated herein by this reference)

(vii)Agreement between Henkel KGaA and the Company dated March 18, 1987 (filed as Exhibit A to Current Report on Form 8-K for March 19, 1987, incorporated herein by this reference)

(viii)Agreement between Henkel KGaA and the Company dated January 16, 1992 (filed as Exhibit 10(xi) to Annual Report on Form 10-K for the year ended June 30, 1992, incorporated herein by this reference)

(ix)Officer Employment Contract (form) (filed as Exhibit 10(ix) to Annual Report on Form 10-K for the year ended June 30, 1994, incorporated herein by this reference)

(x) Supplemental Executive Retirement Plan dated July 17, 1991 (filed as Exhibit 10(x) to Annual Report on Form 10-K for the year ended June 30, 1993, incorporated herein by this reference)

(xi)1993 Directors' Stock Option Plan dated November 17, 1993 (filed as Exhibit 10(xi) to Annual Report on Form 10-K for the year ended June 30, 1994, incorporated herein by this reference)

(11) (Not applicable)

(12) (Not applicable)

(13) Annual Report, following the Financial Statement Schedules of this Form 10-K

(16) (Not applicable)

(l8) (Not applicable)

(21) Subsidiaries of the registrant, following Exhibit 13 of this Form 10-K

(22) (Not applicable)

(23) Independent Auditors' Consent, following Exhibit 21 of this Form 10-K

(24) (Not applicable)

(26) (Not applicable)

(27) Financial Data Schedule, following Exhibit 23 of this Form 10-K

(28) (Not applicable)

SIGNATURES

Pursuant to the requirements of Section l3 or l5(d) of the Securities Exchange Act of l934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

THE CLOROX COMPANY

Date: September 20, 1995

By: /s/G. C. Sullivan

G. C. Sullivan,
Chairman of the
Board and Chief
Executive Officer

Pursuant to the requirements of the Securities Exchange Act of l934, this report has been signed below by the following persons on behalf of the registrant and in the capacities and on the dates indicated.

Signature	Title	Date
/s/G.C. Sullivan - --------------------- G. C. Sullivan	Chairman of the Board & Director (Chief Executive Officer)	September 20, 1995
/s/W. F. Ausfahl - ---------------------	Group Vice President & Director (Principal Financial Officer)	September 20, 1995
/s/D. Boggan, Jr. - --------------------- D. Boggan, Jr.	Director	September 20, 1995
/s/J. W. Collins - --------------------- J. W. Collins	Director	September 20, 1995

/s/U. Fairchild - --------------------- U. Fairchild	Director	September 20, 1995

(signatures continue)

/s/J. Krautter - --------------------- J. Krautter	Director	September 20, 1995
/s/J. Manchot - --------------------- J. Manchot	Director	September 20 1995
/s/D. O. Morton - --------------------- D. O. Morton	Director	September 20, 1995
/s/E. L. Scarff - --------------------- E. L. Scarff	Director	September 20, 1995
/s/L. R. Scott - --------------------- L. R. Scott	Director	September 20, 1995
/s/F. N. Shumway - --------------------- F. N. Shumway	Director	September 20, 1995
/s/J. A. Vohs - --------------------- J. A. Vohs	Director	September 20, 1995
/s/C. A. Wolfe - --------------------- C. A. Wolfe	Director	September 20, 1995
/s/H. J. Salvo, Jr. - --------------------- H. J. Salvo, Jr.	Vice President-Controller (Principal Accounting Officer)	September 20, 1995

APPENDIX
(to Form 10-K)
The following items have been filed under cover of Form SE:

1. Middle of Page 18 - Bar Chart entitled "Clorox Value Measure", showing the economic value measurement of the Company over the period of the last five fiscal years.

2. Middle of Page 19 - Bar Chart entitled "Cash Provided, Continuing Operations."

MANAGEMENT'S DISCUSSION AND ANALYSIS

Results of Operations

Continuing operations again achieved record unit volume in 1995, after record years in 1994 and 1993. The gain in 1995 volume was principally due to a full year's ownership of the S.O.S business, which was acquired in mid 1994, growth in the Brita water filtration business in the United States, and record volumes for Combat insecticides, Clorox liquid bleach, Clorox Clean-Up dilutable cleaner, Tilex soap scum remover, Clorox toilet bowl cleaner, professional strength Formula 409 cleaner, Pine-Sol cleaner, and the Kingsford line of charcoal briquets. The increase in unit volume for 1994 was principally due to the S.O.S acquisition, the consolidation of an Argentine subsidiary in which our interest increased to 90 percent in June 1993, and the introduction of new products including Liquid-Plumr buildup remover, Clorox Stain Out soil and stain remover, Clorox toilet bowl cleaners, Tilex soap scum remover, and Hidden Valley Ranch kids' dressings. Net sales increased 8 percent in 1995 following increases of 12 percent in 1994 and 6 percent in 1993. This year's growth was primarily driven by the S.O.S acquisition and the record volumes described above. Price increases on a few established brands were offset by a price decrease on Tilex in 1995 and by a price decrease on Pine-Sol in 1994, and by increased incentive trade promotions in 1995. Cost of products sold was 45 percent of net sales in both 1995 and 1994, and 44 percent in 1993. Research and Development (R&D) expense was up slightly over 1994, after increasing 5 percent over 1993. This was the third consecutive record year for new product introductions and reflects efficiencies achieved in the R&D function that began in 1993 and were realized in 1994 to bring new products to market faster and at lower overall costs. R&D activities are anticipated to continue at current levels as a percent of sales. We expect to continue to shorten development times and further improve cost efficiencies while maintaining a high level of new product activity in 1996. Selling, delivery, and administration (SD&A) expenses increased 16 percent over 1994 and as a percentage of net sales increased by 1.4 percentage points. The increase in 1995 is principally attributable to the strategic growth of our International business where we have increased our overhead infrastructure through acquisitions or through expanding our marketing activities in Latin America, the Caribbean, Canada, the Pacific Rim, and Central Europe. In addition, we incurred transition costs related to the implementation of our new logistics strategy, and our new Customer Interface project that will improve customer service. SD&A increased approximately 10 percent in 1994 over 1993 principally due to the 1994 acquisition of S.O.S, and the consolidation of our Argentine subsidiary. We continue to focus on improving our cost structure and anticipate continued spending during 1996 on our international infrastructure and the Customer Interface initiative. Total marketing spending, which includes trade promotions, consumer promotions and advertising, increased 3 percent over 1994. Media advertising levels increased while sales promotion, primarily couponing, decreased in 1995 versus 1994. Advertising expense increased 18 percent from 1993 to 1994 principally due to heavy introductory spending on new products in 1994. Interest expense, the majority of which relates to long-term financing, increased $6,696,000 in 1995 over 1994 due to additional borrowing in 1995 to finance the acquisition of Brita International Holdings, Inc., expanded International activities financed by local borrowings, and the effect of higher short-term interest rates on commercial paper borrowings. The effective tax rates were 40.6, 41.3, and 39.0 percent in 1995, 1994, and 1993, respectively. The decrease in 1995 was principally due to the effect in 1994 of the retroactive 1 percent increase in the federal statutory tax rate that was reflected in 1994 earnings. The 1995 increase over 1993 was due primarily to the ongoing effect of the higher statutory tax rate. Earnings per share from continuing operations increased $.43 in 1995 over 1994, a 13 percent increase, and $.28 in 1994 over 1993, both of which were driven by the volume growth described above, and shares repurchased in 1995 and 1994 under the share repurchase program. Net earnings per share decreased in 1995 from 1994 due to the inclusion in 1994 of $.59 per share earnings from discontinued operations.

Financial Position and Liquidity

Cash flow from continuing operations was $290,849,000 in 1995 and resulted from record earnings and our continued focus on efficient utilization of resources driven by the Clorox Value Measure (CVM) economic value measurement system implemented in 1994. CVM was up 26 percent in 1995 over 1994 following two consecutive years of 18 percent growth, versus our average long-term target of 12 percent. The 1995 increase in accounts receivable is attributable to the acquisition of Brita International Holdings, Inc. and other International acquisitions and new ventures. Higher sales of Combat insecticides, Kingsford charcoal, Brita water filtration systems, and our business in the Republic of Korea also contributed to the increase. Higher levels of inventories and accounts payable were principally due to International acquisitions and new ventures. At June 30, 1995, we had available a $350,000,000 credit agreement with a syndication of banks which expires on May 31, 2000. We believe we have access to additional bank credit and the public debt markets should the need arise. During 1995, $97,651,000 was used to invest in new businesses, all of which were outside the United States. The largest single investment was Brita International Holdings, Inc., of Canada. On January 1, 1994, the S.O.S products business was acquired for $116,488,000. Also, during 1994, additional foreign investments of $25,949,000 were made. In 1993, we acquired a controlling interest in our joint venture in Argentina that was previously accounted for on the equity basis and as of June 30, 1993 was consolidated. Capital expenditures were $62,911,000, $56,627,000, and $77,637,000 in 1995, 1994, and 1993, respectively. Spending generally has been for expanded capacity, process improvements, and environmental programs and initiatives. Dividends paid in 1995 were $102,272,000, or $1.92 per share. In July 1995, we announced a 10.4 percent increase in the quarterly dividend rate to $.53, from $.48 per share for a new annual rate of $2.12 per share.

In 1995, 1994, and 1993, cash flow from operations has exceeded cash needs for capital expenditures, dividends, and scheduled debt service. We anticipate similar strong cash flow again in 1996. Proceeds from the sale of discontinued operations generated cash of $159,293,000 in 1994. We recently completed the stock repurchase program initiated in 1989. Through June 30, 1995, 5,000,000 shares were repurchased, of which 1,325,485 shares at a cost of $78,270,000 were acquired during 1995. In July 1995, our Board of Directors authorized an additional $100,000,000 for a share repurchase program planned to be completed during 1996. These shares will be purchased on the open market. Reacquired shares are held as treasury shares and are available for reissuance for corporate uses. In order to manage the impact of interest rate movements on interest expense and interest income, we have approved the use of interest rate derivative instruments, such as interest rate swaps. These instruments have the effect of converting fixed rate interest to floating, or floating to fixed. Conditions under which derivatives can be used are set forth in a Company Policy Statement, and include a restriction on the amount of such activity to a designated portion of existing debt, a limit on the term of any derivative transaction, and a specific prohibition of the use of any leveraged instrument. Other derivative instruments used to hedge assets and anticipated transactions include foreign currency contracts. These contracts were not material in either 1995 or 1994. We are committed to an ongoing program of comprehensive, long-term environmental assessment of our facilities. This program is implemented by the Company's Department of Health, Safety and Environment, with guidance from legal counsel. During each facility assessment, compliance with applicable environmental laws and regulations is evaluated and the facility is reviewed in an effort to identify possible future environmental liabilities. Although not material, at June 30, 1995 and 1994, expected costs have been accrued for the probable future costs of environmental liabilities without offset for expected insurance recoveries, or discounting for present value.

Statements of Consolidated Earnings
The Clorox Company

Years ended June 30 In thousands, except per-share amounts.	95	94	93
Net Sales	$ 1,984,170	$ 1,836,949	$ 1,634,171
Costs and Expenses			
Cost of products sold	892,172	820,434	724,753
Selling, delivery and administration	416,392	359,360	328,088
Advertising	271,730	286,666	242,528
Research and development	44,819	44,558	42,445
Interest expense	25,120	18,424	18,856
Other (income) expense, net	(3,957)	874	2,316
Total costs and expenses	1,646,276	1,530,316	1,358,986
Earnings Before Income Taxes	337,894	306,633	275,185
Income Taxes	137,062	126,640	107,267
Earnings from Continuing Operations	200,832	179,993	167,918
Earnings (Losses) from Discontinued Operations	-	32,064	(867)
Net Earnings	$ 200,832	$ 212,057	$ 167,051
Earnings (Losses) per Common Share			
Continuing Operations	$ 3.78	$ 3.35	$ 3.07
Discontinued Operations	-	0.59	(0.02)
Net Earnings	$ 3.78	$ 3.94	$ 3.05
Weighted Average Shares Outstanding	53,147	53,800	54,698

See Notes to Consolidated Financial Statements.

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Consolidated Balance Sheets
The Clorox Company

Years ended June 30 In thousands, except share and per-share amounts.	95	94
Assets		
Current Assets		
Cash and short-term investments	$ 137,330	$ 115,922
Accounts receivable, less allowance	311,868	249,843
Inventories	121,095	105,948
Deferred income taxes	11,495	18,548
Prepaid expenses	18,543	14,014
Total current assets	600,331	504,275
Property, Plant and Equipment - Net	524,972	532,600
Brands, Trademarks, Patents and Other Intangibles - Net	592,792	520,042
Investments in Affiliates	96,385	83,368
Other Assets	92,192	57,284
Total	$1,906,672	$1,697,569
Liabilities and Stockholders' Equity		
Current Liabilities		
Accounts payable	$ 122,763	$ 97,728
Accrued liabilities	234,595	227,197
Income taxes payable	6,283	7,599
Commercial paper	115,303	42,916
Current maturities of long-term debt	379	392
Total current liabilities	479,323	375,832
Long-term Debt	253,079	216,088
Other Obligations	85,129	63,187
Deferred Income Taxes	145,228	133,045
Stockholders' Equity		
Common stock - authorized, 175,000,000 shares, $1 par value	55,422	55,422
Additional paid-in capital	108,347	106,554
Retained earnings	971,380	876,832
Treasury shares, at cost	(168,217)	(107,146)
Cumulative translation adjustments and other	(23,019)	(22,245)
Stockholders' equity	943,913	909,417
Total	$1,906,672	$1,697,569

See Notes to Consolidated Financial Statements.

Statements of Consolidated Stockholders' Equity
The Clorox Company

In thousands, except share In thousands, except shares and per-share amounts	Common Stock Shares	Common Stock Amount	Additional Paid-in Capital	Retained Earnings	Treasury Shares Shares	Treasury Shares Amount	Cumulative Translation Adjustments and Other
Balance, June 30, 1992	55,422,297	$55,422	$ 105,249	$ 690,018	(877,204)	$ (35,025)	$ (1,923)
Net earnings				167,051			
Dividends ($1.71 per share)				(93,509)			
Employee stock plans and other			234	(1,398)	305,049	11,668	
Translation adjustments							(18,493)
Balance, June 30, 1993	55,422,297	55,422	105,483	762,162	(572,155)	(23,357)	(20,416)
Net earnings				212,057			
Dividends ($1.80 per share)				(97,095)			
Employee stock plans and other			1,071	(292)	405,414	16,121	
Treasury stock acquired					(1,883,300)	(99,910)	
Translation adjustments							(1,829)
Balance, June 30, 1994	55,422,297	55,422	106,554	876,832	(2,050,041)	(107,146)	(22,245)
Net earnings				200,832			
Dividends ($1.92 per share)				(102,272)			
Employee stock plans and other			1,793	(4,012)	355,211	17,199	(1,187)
Treasury stock acquired					(1,325,485)	(78,270)	
Translation adjustments							413
Balance, June 30, 1995	55,422,297	$55,422	$ 108,347	$ 971,380	(3,020,315)	$(168,217)	$(23,019)

See Notes to Consolidated Financial Statements.

Statements of Consolidated Cash Flows
The Clorox Company

Years ended June 30 In thousands.	95	94	93
Operations:			
Earnings from continuing operations	$ 200,832	$ 179,993	$ 167,918
Adjustments to reconcile to net cash provided by continuing operations:			
Depreciation and amortization	103,866	94,120	83,607
Deferred income taxes	15,386	15,985	32,378
Other	7,498	25,985	9,412
Effects of changes in:			
Accounts receivable	(58,314)	(18,299)	(36,266)
Inventories	(11,723)	5,691	(7,892)
Prepaid expenses	(1,892)	2,355	(2,850)
Accounts payable	21,771	13,485	(18,071)
Accrued liabilities	15,630	(8,134)	2,849
Income taxes payable	(2,205)	(12,741)	3,498
Net cash provided by continuing operations	290,849	298,440	234,583
Net cash (used for) provided by discontinued operations	-	(31,658)	10,877
Net cash provided by operations	290,849	266,782	245,460
Investing Activities:			
Property, plant and equipment	(62,911)	(56,627)	(77,637)
Net proceeds from sales of businesses	-	159,293	15,000
Businesses purchased	(97,651)	(142,437)	(31,547)
Disposal of property, plant and equipment	8,707	11,264	3,759
Other	(54,437)	(22,046)	(24,938)
Net cash used for investment	(206,292)	(50,553)	(115,363)
Financing Activities:			
Long-term borrowings	47,298	13,000	299
Long-term debt repayments	(2,806)	(741)	(1,236)
Short-term borrowings (repayments), net	62,115	3,430	(42,469)
Cash dividends	(102,272)	(97,095)	(93,509)
Treasury stock acquired	(78,270)	(99,910)	-
Employee stock plans	10,786	9,845	8,958
Net cash used for financing	(63,149)	(171,471)	(127,957)
Net increase in cash and short-term investments	21,408	44,758	2,140
Cash and short-term investments:			
Beginning of year	115,922	71,164	69,024
End of year	$ 137,330	$ 115,922	$ 71,164
Cash paid for:			
Interest (net of amounts capitalized)	$ 25,479	$ 18,267	$ 18,616
Income taxes	106,821	128,210	61,052
Noncash transactions:			
Liabilities arising from business purchased	$ 25,047	$ 7,200	$ -

See Notes to Consolidated Financial Statements.

NOTES TO CONSOLIDATED FINANCIAL STATEMENTS

1 Significant Accounting Policies

Principles of Consolidation
The Company is principally engaged in the production and marketing of nondurable consumer products to grocery stores and other retail outlets. The consolidated financial statements include the statements of the Company and its majority-owned subsidiaries. All significant intercompany transactions and accounts are eliminated in consolidation.

Short-term Investments
Short-term investments consist of money market and other high quality instruments with an initial maturity of three months or less and are stated at cost which approximates market value.

Inventories
Inventories are stated at the lower of cost or market. Cost of the majority of inventories is determined on the last-in, first-out (LIFO) method. Cost for the remainder of the inventories is determined generally on the first-in, first-out (FIFO) method.

Property, Plant and Equipment
Property, plant and equipment are stated at cost. Depreciation is calculated by the straight-line method over the estimated useful lives of the depreciable assets.

Brands, Trademarks, Patents and Other Intangibles Brands, trademarks, patents and other intangible assets arising from transactions after October 30, 1970 are amortized over their estimated useful lives up to a maximum of 40 years. Carrying values are reviewed periodically and a determination of impairment is made based on estimates of future cash flows, undiscounted and without interest charges.

Investments in Affiliates
The Company holds minority investments in foreign entities which are accounted for under the equity method. The most significant investment is a 20 percent equity ownership in Henkel Iberica, S.A. of Spain.

Income Taxes
The Company uses the liability method to account for income taxes, in accordance with Statement of Financial Accounting Standards (SFAS) No. 109, "Accounting for Income Taxes".

Foreign Currency Translation
Foreign currency assets and liabilities are translated using the exchange rates in effect at the balance sheet date. Income and expenses are translated at the average exchange rates during the year. Translation gains and losses are reported in stockholders' equity; transaction gains and losses are included in net earnings.

Earnings per Common Share
Earnings per common share are computed by dividing net earnings by the weighted average number of common shares outstanding during each year. The potential dilution from the exercise of stock options is not material.

Major Customer
Sales to the Company's largest customer, Wal-Mart Stores, Inc. and affiliates, were 13% and 12% of consolidated net sales in 1995 and 1994, respectively.

Derivative Financial Instruments
The use of financial instruments is limited to purposes other than trading and includes management of interest rate movements (interest rate swaps), and foreign currency exposure (forward contracts) related to supply contracts and accounts receivable. Both categories of financial instruments are treated as off-balance sheet financial instruments. Gains or losses on hedges of existing assets are included in the carrying amounts and are recognized in earnings when those assets are liquidated. Gains or losses arising from hedges of firm commitments and anticipated transactions are deferred and recognized in earnings or as an adjustment of carrying amounts when the hedged transaction occurs.

2 Discontinued Operations

The Company sold its bottled water and frozen foods businesses during 1994 for $159,293,000. The sale of these businesses resulted in a net gain of $31,430,000. In June 1993, the Company sold its Prince Castle business which did not result in a material gain or loss. Results of discontinued operations are classified separately in the Statements of Consolidated Earnings and include (in thousands):

	94	93
Net sales	$ 18,700	$ 173,291

Earnings (losses) from operations before income taxes	$ 1,043	$ (1,437)
Income tax (expense) benefits	(409)	570
Net earnings (losses) from discontinued operations	634	(867)
Gain on sale of businesses	42,177	-
Income taxes	10,747	-
Net gain on sale of businesses	31,430	-
Earnings (losses) from discontinued operations	$ 32,064	$ (867)

3 Acquisitions

Acquisitions in 1995, totaling $97,651,000, were funded from cash and other obligations and included Brita International Holdings, Inc., a Canadian-based manufacturer and marketer of Brita water filtration systems, and eight foreign investments, all of which were accounted for as purchases. Approximately $96,337,000 of the acquisition cost has been allocated to brands, trademarks and other intangibles to be amortized over estimated lives up to 40 years. Such purchases also included at fair value, assets of $26,361,000, and the assumption of liabilities of $25,047,000.

On January 31, 1994, the Company acquired the S.O.S products business of Miles Inc., which was accounted for as a purchase. The $116,488,000 acquisition included the S.O.S brand of soap pads and other cleaning products in the United States and Canada, manufacturing facilities, and certain items of working capital. Approximately $98,850,000 of the purchase price has been allocated to brands, trademarks and other intangibles to be amortized over an estimated life of 40 years. The purchase included, at fair value, current assets of $9,200,000; property, plant and equipment of $15,600,000; the assumption of current liabilities of $5,300,000, and a postretirement health-care liability of $1,900,000. The acquisition was funded from cash and short-term borrowings.

Results of operations after the S.O.S acquisition date are included in the 1994 Statement of Consolidated Earnings. The following pro forma information has been prepared assuming that this acquisition had taken place at the beginning of the respective periods. The pro forma information includes adjustments for interest expense that would have been incurred to finance the purchase, additional depreciation based on the fair market value of the property, plant, and equipment acquired and the amortization of intangibles arising from the transaction. The pro forma financial information is not necessarily indicative of the results of operations as they would have been had the transactions been effected on the assumed dates.

Year ended June 30 In thousands, except per share amounts (unaudited)	94	93
Net sales	$ 1,884,362	$ 1,722,845
Earnings from continuing operations	$ 177,070	$ 169,991
Net earnings	$ 209,134	$ 169,124
Earnings per common share from continuing operations	$ 3.29	$ 3.11
Net earnings per common share	$ 3.89	$ 3.09

In addition, 1994 acquisitions included various foreign investments of $25,949,000. During 1993, the Company purchased an additional 39 percent interest in its joint venture in Argentina bringing total ownership to 90 percent.

4 Inventories

The major classes are (in thousands):

	95	94
Finished goods and work in process	$ 71,102	$ 69,280
Raw materials and supplies	49,993	36,668
Total	$121,095	$105,948

Had the cost of inventories been determined using the FIFO method, inventories would have been higher by approximately $14,218,000 at June 30, 1995 and $14,843,000 at June 30, 1994. The LIFO method was used to value 74 percent of the inventory at June 30, 1995 and 85 percent at June 30, 1994.

5 Property, Plant and Equipment

The major classes are (in thousands):

	95	94
Land and improvements	$ 60,083	$ 59,005
Buildings	263,509	261,964
Machinery and equipment	534,660	495,903
Construction in progress	31,622	33,650
Total	889,874	850,522
Less accumulated depreciation	364,902	317,922
Net	$524,972	$532,600

Depreciation expense was $66,886,000 in 1995, $61,660,000 in 1994 and $51,532,000 in 1993.

6 Brands, Trademarks, Patents and Other Intangibles - Net

The major classes are (in thousands):

	95	94
Brands and trademarks	$ 583,902	$ 484,574
Patents and other intangibles	129,076	129,076
Accumulated amortization	(120,186)	(93,608)
Net	$ 592,792	$ 520,042

Brands and trademarks includes $41,708,000 of continuing value arising from transactions prior to October 31, 1970.

7 Accrued Liabilities

Advertising costs included in accrued liabilities at June 30, 1995 and 1994 were $126,268,000 and $126,725,000, respectively.

8 Long-term Debt

The principal components are (in thousands):

	95	94
8.8% Non-callable notes due August 1, 2001, includes net unamortized premium of $208 and $243, respectively	$200,208	$200,243
Other debt	53,250	16,237
	253,458	216,480
Less: current maturities	379	392
Long-term debt	$253,079	$216,088

Fair values of the 8.8 percent notes at June 30, 1995 and 1994 were approximately $222,500,000 and $212,250,000, respectively, based upon quoted market prices for similar debt. The Company has a $350,000,000 credit agreement with a syndication of banks which expires on May 31, 2000. The credit agreement requires maintenance of a minimum net worth of $704,000,000. At June 30, 1995, the credit agreement is available for general corporate purposes and for the support of additional commercial paper issuance.

9 Financial Instruments

In order to manage the impact of interest rate movements, the Company has entered into interest rate swap agreements. The transactions effectively convert a portion of the Company's interest rate exposure on its 8.8 percent fixed rate non-callable notes to a floating rate. The effect of the swap agreements on the 8.8 percent fixed rate notes reduced interest expense by $573,000 and $1,803,000, and resulted in effective borrowing rates of 8.5 percent and 7.9 percent in years 1995 and 1994, respectively. Under the terms of these agreements, the Company agrees with other parties to exchange, at specified intervals, the difference between fixed-rate and floating-rate interest amounts as calculated by reference to agreed notional principal amounts. LIBOR is used as the variable rate index for calculation. Exposure to counterparty credit risk has been minimized by entering into these agreements only with major financial institutions that are expected to fully perform under the terms of the swap agreements. The fair value of these instruments, shown at the top of the next column, was determined based upon market prices for similar instruments.

Notional amounts outstanding and weighted average rates at June 30 are (in thousands):

	95	94
Received fixed/pay floating - notional amounts	$100,000	$100,000
Weighted average receive rate	6.6%	6.6%
Weighted average pay rate	6.6%	3.9%
Pay fixed/received floating - notional amounts	$ 50,000	$ -
Weighted average pay rate	6.3%	-
Weighted average receive rate	6.6%	-
Fair value of interest rate swaps (unrealized loss)	$ (3,539)	$ (8,422)

At June 30, 1995 the Company had four outstanding interest rate swap agreements under which fixed rates are received and two interest rate swap agreements under which fixed rates are paid. At June 30, 1994, the Company had four outstanding interest rate swap agreements under which fixed rates were received. Original terms to maturity ranged from 7 3/4 to 8 1/2 years where fixed rates are received and at June 30, 1995 the remaining term for these agreements was approximately 6 years. Original terms to maturity where fixed rates are paid were 1 3/4 to 2 years and at June 30, 1995 the remaining term for these agreements was approximately 1 3/4 years. Foreign currency forward contracts are used periodically to manage foreign exchange risks associated with export sales and purchases from foreign suppliers denominated in foreign currency. At June 30, 1995, outstanding foreign currency forward contracts to hedge purchases denominated in Canadian dollars were approximately $17,937,000 and had fair values based upon quoted market prices of approximately $18,363,000 with an unrealized gain of approximately $426,000.

10 Stockholders' Equity

<CAPTION

In addition to common stock, the Company is authorized to issue 5,000,000 shares of preferred stock with a par value of $1 per share, none of which is outstanding. The Company has a stock option plan under which options to purchase shares of common stock may be granted to key employees. The plan provides that the option price shall not be less than the fair market value of the shares on the date of grant and that no portion of the option may be exercised beyond ten years from that date. Options which were outstanding at June 30, 1995 become exercisable cumulatively over one, two or three years from the grant date. At June 30, 1995, 1,572,538 shares were available for the granting of additional options or other stock compensation awards. A summary of changes in common stock options during 1995 and 1994 is:

	Number of Shares	Price per Share
Outstanding at June 30, 1993	1,884,923	$13.69 - $43.75
Granted	907,768	51.13 - 63.50
Exercised	(296,849)	13.69 - 43.75
Cancelled	(137,722)	20.00 - 52.94
Outstanding at June 30, 1994	2,358,120	13.81 - 63.50
Granted	386,897	48.88 - 57.20
Exercised	(330,140)	13.81 - 54.63
Cancelled	(35,114)	40.50 - 52.94
Outstanding (held by 203 optionees) at June 30, 1995	2,379,763	$20.00 - $63.50
Options exercisable at:		
June 30, 1995	1,328,838	
June 30, 1994	1,163,598	

11 Leases

The Company leases transportation equipment and a limited number of its manufacturing, warehousing and office facilities. Most leases are classified as operating leases and will expire over the next five years. Future minimum lease payments are $8,532,000, and do not exceed $4,300,000 in any one year. Rental expense for continuing operations was $11,424,000 in 1995, $11,875,000 in 1994 and $14,365,000 in 1993.

Space not occupied by the Company in its headquarters building is let to other tenants under operating leases expiring through 1998. Future minimum rentals to be received are $2,312,000 and do not exceed $1,500,000 in any one year.

12 Other Expense (Income), Net

The major components are (in thousands):

	95	94	93
Amortization of intangibles	$ 26,582	$ 23,896	$ 22,058
Equity in earnings of affiliates	(4,441)	(5,926)	(9,979)
Interest income	(7,796)	(5,292)	(2,931)
Royalty income	(7,110)	(8,850)	(7,361)
Other, net	(11,192)	(2,954)	529
Total	$ (3,957)	$ 874	$ 2,316

13 Income Taxes

Income tax expenses are (in thousands):

	95	94	93
Current			
Federal	$ 96,444	$ 86,686	$ 57,776
State	19,778	17,562	13,815
Foreign	5,454	3,569	3,651
Total current	121,676	107,817	75,242
Deferred			
Federal	12,232	16,416	26,635
State	688	1,173	4,147
Foreign	2,466	1,234	1,243
Total deferred	15,386	18,823	32,025
Total expense	$137,062	$126,640	$107,267
Effective income tax rate	40.6%	41.3%	39.0%

The reconciliation between the Company's effective income tax rate and the statutory federal income tax rate is as follows:

	95	94	93
Federal statutory rate	35.0%	35.0%	34.0%
State income taxes, net of federal tax benefit	3.9	3.9	4.2
Taxes on foreign earnings	1.5	1.1	1.2
Retroactive effect of federal rate increase	-	1.0	-
Other	0.2	0.3	(0.4)
Effective income tax rate	40.6%	41.3%	39.0%

The net deferred income tax liabilities (assets), both current and non-current at June 30, result from the tax effects of the following temporary differences (in thousands):

	95	94
Amortization/depreciation	$ 52,515	$ 64,268
Safe harbor lease agreements	29,401	32,145
Unremitted foreign earnings	45,473	35,057
Restructuring expense	(3,676)	(12,812)
Post employment benefits	(17,712)	(19,873)
Other	27,732	15,712
Net	$133,733	$114,497

14 Employee Benefit Plans

Retirement Income Plans

The Company has defined benefit pension plans for substantially all its domestic employees. Benefits are based on either employee years of service and compensation or stated dollar amount per year of service. The Company is the sole contributor to the plans, in amounts deemed necessary to provide benefits, and to the extent deductible for federal income tax purposes. Assets of the plans consist primarily of stocks and bonds. The components of pension expense are (in thousands):

	95	94	93
Service cost - benefits earned in current year	$ 6,944	$ 5,970	$ 5,646
Interest on projected benefit			

	95	94	93
obligation	8,913	7,753	6,552
Return on plan assets:			
Actual gain	(19,347)	(2,762)	(9,750)
Deferral of the actual gain in excess of (less than) the assumed rate of 8%	9,702	(6,029	1,766

Other gains, including amortization
over 15 years of the net pension
transition asset at July 1, 1985 (701) (790) (1,245)
Total pension expense $ 5,511 $ 4,142 $ 2,969

The plan's funded status at June 30 is as follows (in thousands):

	95	94
Actuarial present value of the accumulated benefit obligation, including vested benefits of $95,410 in 1995 and $84,027 in 1994	$101,580	$ 89,531
Plans' assets at market value	141,385	119,100
Projected benefit obligation, determined using a discount rate of 8% and including the effect of an assumed annual increase in future compensation levels of 4.5% in 1995 and 1994	124,119	111,846
Excess of plans' assets over pension obligation	17,266	7,254
Less deferrals:		
Remaining unamortized balance of net pension transition asset at July 1, 1985	(8,691)	(10,338)
Prior service cost	4,734	5,748
Other net losses	6,072	14,330
Accrued pension asset included in other assets	$ 19,381	$ 16,994

The Company has defined contribution plans for most of its domestic employees not covered by collective bargaining agreements, to which it contributes based on its earnings or participants' contributions. The Company also participates in multi-employer pension plans for certain of its hourly-paid production employees and contributes to those plans based on collective bargaining agreements. The aggregate cost of the defined contribution and multi-employer pension plans was $12,427,000 in 1995, $12,753,000 in 1994 and 11,570,000 in 1993.

Retirement Health Care

The Company provides certain health care benefits for employees who meet age, participation and length of service requirements at retirement. The plans pay stated percentages of covered expenses after annual deductibles have been met. Benefits paid take into consideration payments by Medicare. The plans are not prefunded and the Company has the right to modify or terminate certain of these plans. Postretirement health care expense consists of the following (in thousands):

	95	94	93
Service cost - benefits earned in the current year	$2,643	$2,823	$2,898
Interest on projected benefit obligation	3,041	2,881	2,749
Total postretirement health care expense	$5,684	$5,704	$5,647

Benefits paid were $1,191,000, $1,058,000 and $1,060,000 in fiscal years 1995, 1994 and 1993, respectively. The accumulated postretirement benefit obligation (APBO) includes the following at June 30 (in thousands):

	95	94
Retirees	$12,086	$10,260
Active employees	31,109	28,707
Deferral of net gains	5,425	6,599
Total unfunded accrued benefit obligation included in other obligations	$48,620	$45,566

The assumed health care cost trend rate used in measuring the APBO was 11.3 percent for 1995, gradually declining to 5.5 percent over the next nine years. Changes in these rates can have a significant effect on amounts reported. A one percentage point increase in the trend rates would increase the June 30, 1995 accumulated postretirement benefit obligation by $6,958,000 and increase 1995 expense by $1,360,000. The discount rate used to determine the APBO was 8 percent.

Discontinued Operations
As a result of the Company's decision to discontinue operations of its bottled water and frozen foods businesses, a curtailment gain of $2,104,000 for pension benefits and $1,228,000 for retirement health-care was recognized in 1994.

15 Contingent Liabilities

The Company is subject to various lawsuits and claims arising out of its businesses which include contracts, environmental issues, product liability, patent and trademark matters, and taxes. In the opinion of management, after consultation with counsel, the disposition of these matters will not have a material adverse effect, individually or in the aggregate, on the Company's financial position, results of operations, or liquidity.

Responsibility for Consolidated Financial Statements

The management of the Company is responsible for the integrity and objectivity of the financial statements included in this Annual Report. In fulfilling this responsibility, management maintains an effective system of internal accounting controls and supports a comprehensive internal audit program.

The Board of Directors has an Audit Committee consisting of independent directors. The Audit Committee meets regularly with management, internal auditors and Deloitte & Touche LLP, independent certified public accountants. Deloitte & Touche LLP and the internal auditors have full authority to meet with the Audit Committee, either with or without management representatives present. Deloitte & Touche LLP have completed their audit of the accompanying consolidated financial statements.

Their report appears below.

Independent Auditors' Report

[DELOITTE & TOUCHE LOGO]

The Stockholders and Board of Directors of The Clorox Company:

We have audited the accompanying consolidated balance sheets of The Clorox Company and its subsidiaries (the companies) as of June 30, 1995 and 1994, and the related statements of consolidated earnings, consolidated stockholders' equity and consolidated cash flows for the years ended June 30, 1995, 1994, and 1993. These financial statements are the responsibility of the companies' management. Our responsibility is to express an opinion on these financial statements based on our audits.

We conducted our audits in accordance with generally accepted auditing standards. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for our opinion.

In our opinion, such consolidated financial statements present fairly, in all material respects, the financial position of the companies at June 30, 1995 and 1994, and the results of their operations and their cash flows for the years ended June 30, 1995, 1994 and 1993 in conformity with generally accepted accounting principles.

/s/ Deloitte & Touche LLP
Deloitte & Touche LLP
Oakland, California
August 9, 1995

Financial Summary

The Clorox Company

Years ended June 30 In thousands, except per-share data.	95	94	93	92	91	90	89	88	87	86
Operations										
Net sales	$1,984,170	$1,836,949	$1,634,171	$1,547,057	$1,468,370	$1,309,019	$1,199,293	$1,033,747	$ 934,985	$ 893,699
Percent change	8.0	12.4	5.6	5.4	12.2	9.1	16.0	10.6	4.6	2.4
Cost of products sold	892,172	820,434	724,753	678,504	672,405	601,322	548,434	450,527	422,149	415,542
Operating expenses	732,941	690,584	613,061	612,074	677,468(d)	498,084	458,085	396,910	356,065	326,531
Other	21,163	19,298	21,172	17,382	21,315	(30,755)	(28,189)	(10,897)	(17,588)	(5,356)
Total costs and expenses	1,646,276	1,530,316	1,358,986	1,307,960	1,371,188	1,068,651	978,330	836,540	760,626	736,717
Earnings before income taxes	337,894	306,633	275,185	239,097	97,182	240,368	220,963	197,207	174,359	156,982
Income taxes	137,062	126,640	107,267	97,903	37,361	87,456	79,718	73,460	75,394	70,389
Earnings from continuing operations	200,832	179,993	167,918	141,194	59,821	152,912	141,245	123,747	98,965	86,593
Earnings (losses) from discontinued operations	-	32,064(a)	(867)	(23,429)(b)	(7,075)	714	(17,101)(e)	8,823	5,934	9,017
Cumulative effect of accounting change	-	-	-	(19,061)(c)	-	-	-	-	-	-
Net earnings	$ 200,832	$ 212,057	$ 167,051	$ 98,704	$ 52,746	$ 153,626	$ 124,144	$ 132,570	$ 104,899	$ 95,610
Percent change, continuing operations	11.6	7.2	18.9	136.0	(60.9)	8.3	14.1	25.0	14.3	8.4
Common Stock										
Weighted average shares outstanding(f)	53,147	53,800	54,698	54,366	54,063	54,873	55,333	55,127	54,652	54,268
Earnings (losses) per common share:										
Earnings from continuing operations	$3.78	$3.35	$3.07	$2.60	$1.11(d)	$2.79	$2.55	$2.26	$1.82	$1.60
Earnings (losses) from discontinued operations	-	0.59(a)	(0.02)	(0.43)(b)	(0.13)	0.01	(0.31)(e)	0.16	0.11	0.17
Cumulative effect of accounting change	-	-	-	(0.35)(c)	-	-	-	-	-	-
Net earnings	$3.78	$3.94	$3.05	$1.82	$0.98	$2.80	$2.24	$2.42	$1.93	$1.77
Dividends	$1.92	$1.80	$1.71	$1.59	$1.47	$1.29	$1.09	$0.92	$0.79	$0.70
Stockholders' equity at end of year (per share)	18.01	17.04	16.03	14.92	14.47	15.00	14.19	13.19	11.51	10.31

Other Data

Continuing operations										
Working capital (deficiency)	$ 121,008	$ 128,443	$ 160,208	$ (25,322)	$ 115,626	$ 151,602	$ 265,569	$ 145,780	$ 225,596	$ 198,290
Property, plant and equipment - net	524,972	532,600	538,101	508,629	441,794	441,681	348,526	312,068	207,712	193,503
Property additions	62,911	56,627	72,141	114,353	89,009	134,099	66,551	135,702	48,630	59,408
Long-term debt	253,079	216,088	204,000	203,627	405,341	5,807	5,192	20,739	24,513	33,626
Percent return on net sales	10.1	9.8	10.3	9.1	4.1	11.7	11.8	12.0	10.6	9.7
Current ratio	1.3	1.3	1.4	0.9	1.3	1.7	1.9	1.5	2.3	2.2
Total assets	1,906,672	1,697,569	1,649,230	1,589,993	1,656,872	1,124,147	1,189,894	1,121,232	911,097	825,748
Stockholders' equity	943,913	909,417	879,294	813,741	784,276	810,514	786,176	712,854	616,447	549,793
Percent return on average stockholders' equity	21.7	24.2	19.8	12.3	6.4	19.1	16.4	19.9	18.0	18.5

(a) Includes net gain on the sale of discontinued business of $31,430 or $.58 per share.
(b) Includes special charges for the revaluation of certain intangible assets.
(c) Nonrecurring charge to recognize the accumulated postretirement health benefit obligation at July 1, 1991, resulting from the adoption of SFAS No. 106. Operating results preceding 1992 were not restated for the adoption of this new standard.
(d) Includes a charge for restructuring of $125,250 or $1.45 per share.
(e) Includes net loss on the disposal of Olympic HomeCare Products of $20,000, or $.36 per share.
(f) Weighted average shares outstanding and earnings per share from 1986 through 1989 assume full dilution from a note converted during 1989.

Quarterly Data
The Clorox Company

In thousands, except per-share amounts.	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	Year
Year ended June 30, 1995					
Net Sales	$476,367	$414,454	$499,060	$594,289	$1,984,170
Cost of Products Sold	210,134	183,963	225,997	272,078	892,172
Net Earnings	53,181	34,095	54,034	59,522	200,832
Per Common Share					
Net Earnings	$1.00	$0.64	$1.02	$1.13	$3.78
Dividends	0.48	0.48	0.48	0.48	1.92
Market Price (NYSE)					
High	52 3/4	59 1/2	62 3/8	65 3/4	65 3/4
Low	47 3/4	51 1/4	55 1/4	56	47 3/4
Year-end					65 1/4
Price/earnings ratio, year end					17
Year ended June 30, 1994					
Net Sales	$449,744	$370,844	$481,928	$534,433	$1,836,949
Cost of Products Sold	193,828	163,386	211,964	251,256	820,434
Earnings from					
Continuing Operations	46,314	30,586	49,515	53,578	179,993
Discontinued Operations	32,064(a)	-	-	-	32,064(a)
Net Earnings	$ 78,378	$ 30,586	$ 49,515	$ 53,578	$ 212,057
Per Common Share					
Net Earnings	$1.44(a)	$0.57	$0.93	$1.00	$3.94(a)
Dividends	0.45	0.45	0.45	0.45	1.80
Market Price (NYSE)					
High	55 3/8	55 1/4	55 3/4	52 1/4	55 3/4
Low	47 1/8	51 1/2	47 1/4	47	47
Year-end					48 7/8
Price/earnings ratio, year end					12

(a) Includes net gain on the sale of discontinued businesses of $31,430 or $.58 per share.

THE COMPANY'S PRINCIPLE RETAIL BRANDS

United States

BBQ Bag	Single-use, lightable bag of charcoal briquets
Brita	Water filter systems
Clorox	Regular, Fresh Scent and Lemon Fresh liquid bleach
Clorox	Toilet bowl cleanser and automatic toilet bowl cleaner
Clorox Clean-Up	Dilutable household cleaner, spray cleaner and gel
Clorox 2	Regular and Lemon Fresh dry and liquid all-fabric bleaches
Combat	Insecticides: ant and roach bait stations; ant granules and stakes; roach gel; ant and roach aerosols and fogger
Control	Cat litter
Formula 409	All-purpose spray cleaner, Regular and Professional Strength; glass and surface cleaner
Fresh Step	Cat litter
Fresh Step Scoop	Scoopable cat litter
Hidden Valley Ranch	Bottled salad dressing, dry salad dressing and party dip mixes; bottled fat-free salad dressing; ready-to-eat dips
Hidden Valley Ranch Salad Crispins	Seasoned mini-croutons
K.C. Master-piece	Barbecue sauce
Kingsford	Charcoal briquets, charcoal briquets with mesquite, charcoal lighter and wood smoke chips
Kitchen Bouquet	Browning and seasoning sauce and gravy aid
Liquid-Plumr	Drain opener, Regular and Professional Strength; buildup remover; and septic system treatment
Match Light	Instant lighting charcoal briquets
Pine-Sol	Cleaner, Regular and Lemon Scent; spray cleaner
Soft Scrub	Mild abrasive liquid cleanser: regular, with bleach, and with lemon; and gel
S.O.S	Steel wool soap pads: regular, lemon scent and juniors; home cleaning products
Stain Out	Soil and stain remover; liquid and spray
SuperBait	Insecticides: roach bait stations
Tackle	Household cleaner disinfectant
Tilex	Instant mildew remover; soap scum remover
Tuffy	Mesh scrubber

PROFESSIONAL PRODUCTS

Clorox	Germicidal bleach
Clorox	Toilet bowl cleanser
Clorox	Professional system products; food service degreaser, floor cleaner, drain build-up remover, pot and pan detergent
Clorox Clean-Up	Dilutable cleaner
Combat	Insecticides
Formula 409	All-purpose spray cleaner and glass & surface cleaner
Hidden Valley Ranch	Salad dressings
K.C. Master-piece	Barbecue sauce
Kitchen Bouquet	Browning and seasoning sauce and gravy aid
Liquid-Plumr	Drain opener

Maxforce	Professional insecticides; ant and roach baits, roach gel
Pine-Sol	Cleaner
Tilex	Instant mildew remover

PRINCIPAL INTERNATIONAL MARKETS

Argentina Brazil Canada Chile Colombia Costa Rica Czech Republic Dominican Republic Egypt Hong Kong Hungary Japan Malaysia Mexico Panama People's Republic of China Peru Poland Puerto Rico Republic of Korea Saudi Arabia/Gulf States Slovak Republic Uruguay Venezuela Yemen Arab Republic

EXHIBIT 21
(to Form 10-K)

THE CLOROX COMPANY
SUBSIDIARIES OF THE REGISTRANT
(100% owned unless otherwise indicated)

Subsidiaries	Jurisdiction of Incorporation
American Sanitary Company S.A.	Costa Rica
American Sanitary Company (Overseas) Inc. (51%)	Grand Cayman, British West Indies
Amesco Ltd. (49%)	Grand Cayman, British West Indies
The Brita Products Company	Delaware
Brita (Canada) Inc.	Canada
Clorox Argentina S.A. (90%)	Argentina
Clorox do Brasil Ltda.	Brasil
The Clorox Company of Canada, Ltd.	Canada
Clorox (Cayman Islands) Ltd.	Cayman Islands
Clorox Chile S.A.	Chile
Clorox (Far East) Ltd. (50%)	Hong Kong
The Clorox (Guangzhou) Company Ltd.	People's Republic of China
The Clorox International Company	Delaware
Clorox Korea Ltd.	Korea
Clorox (Malaysia) Industries Sdn. Bhd.	Malaysia
Clorox (Malaysia) Sdn. Bhd.	Malaysia
Clorox de Mexico, S.A. de C.V.	Mexico
Clorox del Pacifico S.A. (80%)	Peru
Clorox de Panama S.A.	Panama
Clorox del Peru S.A.	Peru
The Clorox Professional Products Company	Delaware
The Clorox Company of Puerto Rico	Delaware
Clorox Uruguay S.A.	Uruguay
Corporacion Clorox de Venezuela, S.A.	Venezuela
Henkel Iberica, S.A. (20%)	Spain
The Household Cleaning Products Company of Egypt, Ltd. (49%)	Egypt
The HVR Company	Delaware
The Kingsford Products Company	Delaware

(doing business in certain jurisdictions as "Combat Insect Control Systems" and in certain jurisdictions as "Maxforce Insect Control

Systems")	
Mohammed Ali Abudawood and Company for Industry (30%)	Saudi Arabia
National Cleaning Products Company Limited (30%)	Saudi Arabia
Productos Del Hogar, C. por A. (49%)	Dominican Republic
Tecnoclor, S.A. (49%)	Colombia
United Cleaning Products Mfg. Co. Ltd. (33%)	Yemen Arab Republic
Yuhan-Clorox Co., Ltd. (50%)	Korea

EXHIBIT 21 TO FORM 10-K

[Deloitte & Touche LLP Letterhead]

INDEPENDENT AUDITORS' CONSENT

We consent to the incorporation by reference in The Clorox Company Registration Statements No. 33-4083 on Form S-3, Nos. 33-41131, 33-41277, 2-88106 (Post-Effective Amendment No. 2), 33-24582, 33-56565 and 33-56563 on Form S-8 of our reports dated August 9, 1995, appearing in and incorporated by referencein this Annual Report on Form 10-K of The Clorox Company for the year ended June 30, 1995.

/s/Deloitte & Touche LLP

San Francisco, California

September 28, 1995

ARTICLE 5

THIS SCHEDULE CONTAINS SUMMARY FINANCIAL INFORMATION FROM THE FINANCIAL STATEMENTS OF THE CLOROX COMPANY FOR THE FISCAL YEAR ENDED JUNE 30, 1995, AS PRESENTED IN THE CLOROX COMPANY'S FORM 10-K FILED FOR SUCH PERIOD, AND IS QUALIFIED IN ITS ENTIRETY BY REFERENCE TO SUCH FINANCIAL STATEMENTS.

MULTIPLIER: 1000

PERIOD TYPE	12 MOS
FISCAL YEAR END	JUN 30 1995
PERIOD START	JUL 01 1994
PERIOD END	JUN 30 1995
CASH	38174
SECURITIES	99156
RECEIVABLES	313389
ALLOWANCES	1521
INVENTORY	121095
CURRENT ASSETS	600331
PP&E	889874
DEPRECIATION	364902
TOTAL ASSETS	1906672
CURRENT LIABILITIES	479323
BONDS	253079
COMMON	55422
PREFERRED MANDATORY	0
PREFERRED	0
OTHER SE	888491
TOTAL LIABILITY AND EQUITY	1906672
SALES	1984170
TOTAL REVENUES	1984170
CGS	892172
TOTAL COSTS	1625113
OTHER EXPENSES	(3957)
LOSS PROVISION	0
INTEREST EXPENSE	25120
INCOME PRETAX	337894
INCOME TAX	137062
INCOME CONTINUING	200832
DISCONTINUED	0
EXTRAORDINARY	0
CHANGES	0
NET INCOME	200832
EPS PRIMARY	3.78
EPS DILUTED	0

End of Filing