FORM 4

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 *

ROETH GEORGE C

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)

6/10/2004

4. If Amendment, Date Original Filed (MM/DD/YYYY)

6. Individual or Joint/Group Filing (Check Applicable Line)

_X_ Form filed by One Reporting Person

___ Form filed by More than One Reporting Person

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

_____ Director

_____ 10% Owner

_X_ Officer (give title below)

_____ Other (specify below)

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

<table>
<thead>
<tr>
<th>Title of Security (Instr. 3)</th>
<th>Trans. Date</th>
<th>Trans. Code (Instr. 8)</th>
<th>Num. of Securities Acquired (A) or Disposed of (D) (Instr. 3 and 4)</th>
<th>Amount (A) or (D) Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Stock</td>
<td>6/10/2004</td>
<td>M</td>
<td>7764</td>
<td>$23.80</td>
</tr>
<tr>
<td>Common Stock</td>
<td>6/10/2004</td>
<td>S</td>
<td>7764</td>
<td>$52.69</td>
</tr>
</tbody>
</table>

Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

<table>
<thead>
<tr>
<th>Title of Derivate Security (Instr. 3)</th>
<th>Conversion or Exercise Price of Derivative Security</th>
<th>Trans. Date</th>
<th>Trans. Code (Instr. 8)</th>
<th>Num. of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3 and 4)</th>
<th>Date Exercisable or Expiration Date</th>
<th>Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)</th>
<th>Price of Derivative Security (Instr. 5)</th>
<th>Num. of Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)</th>
<th>Ownership Form: Direct (D) or Indirect (I) (Instr. 4)</th>
<th>Nature of Indirect Beneficial Ownership (Instr. 4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stock Option (Right to Buy) - 96J</td>
<td>$23.80</td>
<td>6/10/2004</td>
<td>M</td>
<td>7764</td>
<td>9/23/1999</td>
<td>9/23/2006 Common Stock 7764.00</td>
<td>$0</td>
<td>0.00</td>
<td>D</td>
<td>$11868.00</td>
</tr>
</tbody>
</table>

Explanation of Responses:

Reporting Owners

Reporting Owner Name / Address: ROETH GEORGE C

1221 BROADWAY

OAKLAND, CA 946121888

Relationships:

Director

10% Owner

Officer

VP-Growth & Strategy

Signatures

By: Patrick M. Meehan, Asst. General Counsel for

6/14/2004

** Signature of Reporting Person
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.