CLOROX CO /DE/

FORM 4
(Statement of Changes in Beneficial Ownership)

Filed 9/19/2003 For Period Ending 9/17/2003

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
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 *

HEINRICH DANIEL J
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)

9/17/2003

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


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

_____ Director
______ 10% Owner
__ X __ Officer (give title below)
_____ Other (specify below)

Vice President-Controller

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

_ Form filed by One Reporting Person
___ Form filed by More than One Reporting Person

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

<table>
<thead>
<tr>
<th>1. Title of Security (Instr. 3)</th>
<th>2. Trans. Date</th>
<th>2A. Deemed Execution Date, if any</th>
<th>3. Trans. Code (Instr. 8)</th>
<th>4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)</th>
<th>5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)</th>
<th>6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)</th>
<th>7. Nature of Indirect Beneficial Ownership (Instr. 4)</th>
</tr>
</thead>
</table>

Stock Option (Right to Buy) - 03AX $45.25 9/17/2003 A 32000 9/30/2003 (1) 9/30/2013 Common Stock 32000.00 $0 32000.00 D

Explanation of Responses:
(1) Option exercisable in 4 equal installments on each of 9/30/04, 9/30/05, 9/30/06, and 9/30/07.

Remarks:

Reporting Owners

<table>
<thead>
<tr>
<th>Reporting Owner Name / Address</th>
<th>Relationships</th>
</tr>
</thead>
<tbody>
<tr>
<td>HEINRICH DANIEL J 1221 BROADWAY OAKLAND, CA 946121888</td>
<td>Vice President-Controller</td>
</tr>
</tbody>
</table>

Signatures

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

** Signature of Reporting Person

Date 9/19/2003
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.