CLOROX CO /DE/

FORM 4
(Statement of Changes in Beneficial Ownership)

Filed 11/3/2003 For Period Ending 10/31/2003

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
1. Name and Address of Reporting Person *

JOHNSTON GERALD E

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)

10/31/2003

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)

President & CEO

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

X 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>Title of Security</th>
<th>Trans. Date</th>
<th>Trans. Code</th>
<th>Deemed Execution Date, if any</th>
<th>Securities Acquired (A) or Disposed of (D) (Instr. 3 and 4)</th>
<th>Amount of Securities Beneficially Owned Following Reported Transaction(s)</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>Common Stock</td>
<td>10/31/2003</td>
<td>G</td>
<td>(1)</td>
<td>400 D</td>
<td>113707.44</td>
<td>D</td>
<td>By ERIP</td>
</tr>
<tr>
<td>Common Stock</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>7126.66</td>
<td>I</td>
<td>By Immediate Family</td>
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<tr>
<td>Common Stock</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>20.00</td>
<td>I</td>
<td></td>
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</tbody>
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Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

<table>
<thead>
<tr>
<th>Title of Derivative Security</th>
<th>Conversion or Exercise Price of Derivative Security</th>
<th>Trans. Date</th>
<th>Deemed Execution Date, if any</th>
<th>Trans. Code (Instr. 8)</th>
<th>Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)</th>
<th>Date Exercisable and 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>Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 6)</th>
<th>Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)</th>
<th>Nature of Indirect Beneficial Ownership (Instr. 4)</th>
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Explanation of Responses:

(1) Donation of stock under The Clorox Company Employee GIFT Campaign.

Remarks:

Reporting Owners

JOHNSTON GERALD E

1221 BROADWAY

OAKLAND, CA 946121888

Signatures

By: Patrick M. Meehan,
Assistant General Counsel

11/3/2003
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.