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(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person *

KANE JACQUELINE P

(Last) (First) (Middle)

1221 BROADWAY

(Oakland, CA 946121888)

(City) (State) (Zip)

2. Date of Event Requiring Statement (MM/DD/YYYY)

3/29/2004

3. Issuer Name and Ticker or Trading Symbol

CLOROX CO/DE/ [CLX]

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

_____ Director __ X ___ 10% Owner

___ Officer (give title below) ___ Other (specify below)

VP - Human Resources /

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

3/29/2004

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 Beneficially Owned

<table>
<thead>
<tr>
<th>Title of Security (Instr. 4)</th>
<th>Amount of Securities Beneficially Owned (Instr. 4)</th>
<th>Ownership Form of Beneficial Ownership (Instr. 5)</th>
<th>Nature of Indirect Beneficial Ownership (Instr. 5)</th>
</tr>
</thead>
</table>

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

<table>
<thead>
<tr>
<th>Title of Derivate Security (Instr. 4)</th>
<th>Date Exercisable (MM/DD/YYYY)</th>
<th>Expiration Date (MM/DD/YYYY)</th>
<th>Title of Securities Underlying Derivative Security (Instr. 4)</th>
<th>Conversion or Exercise Price of Derivative Security</th>
<th>Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5)</th>
<th>Nature of Indirect Beneficial Ownership (Instr. 5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stock Option (Right to Buy) - 04CC</td>
<td>3/29/2005 (1)</td>
<td>3/29/2014</td>
<td>Common Stock</td>
<td>$48.60</td>
<td>D</td>
<td>Direct (D)</td>
</tr>
</tbody>
</table>

Explanation of Responses:

(1) Option exercisable in 4 equal installments - 1/4 on each of first, second, third and fourth anniversaries of the grant date.

Reporting Owners

<table>
<thead>
<tr>
<th>Reporting Owner Name / Address</th>
<th>Relationships</th>
</tr>
</thead>
<tbody>
<tr>
<td>KANE JACQUELINE P</td>
<td>Director</td>
</tr>
<tr>
<td>1221 BROADWAY</td>
<td>10% Owner</td>
</tr>
<tr>
<td>OAKLAND, CA 946121888</td>
<td>Officer</td>
</tr>
<tr>
<td></td>
<td>VP - Human Resources</td>
</tr>
</tbody>
</table>
Signatures
By: Patrick M. Meehan, Asst. General Counsel for 4/5/2004

** Signature of Reporting Person Date

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

* If the form is filed by more than one reporting person, see Instruction 5(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.
April 1, 2004
Securities and Exchange Commission
450 – Fifth Street – N.W.
Washington, DC  20549

Ladies and Gentlemen:

This letter authorizes the following representatives of The Clorox Company, acting singly, to execute and file with you on my behalf all future Forms 3, 4 and 5 respecting my holdings of equity securities of The Clorox Company:

Peter D. Bewley, Senior Vice President-General Counsel
Patrick M. Meehan, Assistant General Counsel
Robin A. Stoner, Senior Paralegal II
Thomas W. Huckaby, Assistant Secretary

Very truly yours,

/s/ JACQUELINE P. KANE

Jacqueline P. Kane
Vice President – Human Resources