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 *
   BOGGAN DANIEL JR
   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)
   2/17/2004

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

5. Relationship of Reporting Person(s) to Issuer
   (Check all applicable)
   __ X __ Director
   _____ 10% Owner
   _____ Officer (give title below)
   _____ Other (specify below)

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>Amount</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common Stock</td>
<td>2/17/2004</td>
<td>M</td>
<td>2000</td>
<td>$22.16</td>
</tr>
<tr>
<td>Common Stock</td>
<td>2/17/2004</td>
<td>S</td>
<td>2000</td>
<td>$48.35</td>
</tr>
</tbody>
</table>

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>Trans. Code</th>
<th>Exercisable Date</th>
<th>Expiration Date</th>
<th>Price of Derivative Security</th>
<th>Exercisable Number of Shares</th>
</tr>
</thead>
<tbody>
<tr>
<td>Director Stock Option (Right to Buy) - 96E</td>
<td>$22.16</td>
<td>2/17/2004</td>
<td>M</td>
<td>2000</td>
<td>7/1/1998</td>
<td>7/1/2006</td>
<td>Common Stock 2000.00 $0 0.00 D</td>
</tr>
</tbody>
</table>

Explanation of Responses:

Reporting Owners

<table>
<thead>
<tr>
<th>Reporting Owner Name / Address</th>
<th>Relationships</th>
</tr>
</thead>
<tbody>
<tr>
<td>BOGGAN DANIEL JR</td>
<td>Director</td>
</tr>
</tbody>
</table>

Signatures

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

Date: 2/18/2004
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.