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
**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 *

   **CONTI RICHARD THOMAS**

   (Last) **1221 BROADWAY**

   (Street)

   **OAKLAND, CA 946121888**

   (City) **(State) (Zip)**

2. Issuer Name and Ticker or Trading Symbol

   **CLOROX CO /DE/ [ CLX ]**

3. Date of Earliest Transaction

   **9/17/2003**

4. If Amendment, Date Original Filed

   **9/17/2003**

5. Relationship of Reporting Person(s) to Issuer

   (Check all applicable)

   - Director
   - 10% Owner
   - Officer (give title below)
   - Other (specify below)

   **Group Vice President**

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>Title of Security</th>
<th>2. Trans.</th>
<th>3. Trans.</th>
<th>4. Securities Acquired (A) or Disposed of (D)</th>
<th>5. Amount of Securities Beneficially Owned Following Reported Transaction(s)</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>
<tbody>
<tr>
<td>Common Stock</td>
<td>9/17/2003</td>
<td>A</td>
<td>20000 A</td>
<td>$0</td>
<td>D</td>
<td></td>
</tr>
<tr>
<td>Common Stock</td>
<td></td>
<td></td>
<td></td>
<td>1103.030</td>
<td>I</td>
<td>By ERIP</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>1. Title of Derivative Security (Instr. 3)</th>
<th>2. Conversion or Exercise Price of Derivative Security</th>
<th>3. Trans. Date</th>
<th>3A. Deemed Execution Date, if any</th>
<th>4. Trans. Code (Instr. 8)</th>
<th>5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)</th>
<th>6. Date Exercisable and Expiration Date</th>
<th>7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)</th>
<th>8. Price of Derivative Security (Instr. 5)</th>
<th>9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)</th>
<th>10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)</th>
<th>11. Nature of Indirect Beneficial Ownership (Instr. 4)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stock Option (Right to Buy) - 03AX</td>
<td>$45.25</td>
<td>9/17/2003</td>
<td>A</td>
<td>46000</td>
<td>9/30/2003</td>
<td>9/30/2013 Common Stock 46000.00 $45.25 46000.00 D</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Explanation of Responses:

(1) Restricted Stock Units to settle 1-1 in shares of stock, vesting 50% 2 years, and 50% 4 years, following date of grant.

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

Remarks:

<table>
<thead>
<tr>
<th>Reporting Owners</th>
<th>Relationships</th>
<th>Signatures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reporting Owner Name / Address</td>
<td>Director 10% Owner Officer Other</td>
<td>By: Patrick M. Meehan, Asst. General Counsel</td>
</tr>
</tbody>
</table>

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.

End of Filing