

CLOROX CO /DE/

FORM 5

(Annual Statement of Changes in Beneficial Ownership)

Filed 8/16/2004 For Period Ending 6/30/2004

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 5

**UNITED STATES SECURITIES AND EXCHANGE
COMMISSION
Washington, D.C. 20549**

OMB APPROVAL
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[] Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).
[] Form 3 Holdings Reported
[] Form 4 Transactions Reported

ANNUAL 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 * SHANNON MICHAEL E <small>(Last) (First) (Middle)</small> 1221 BROADWAY <small>(Street)</small> OAKLAND, CA 946121888 <small>(City) (State) (Zip)</small>	2. Issuer Name and Ticker or Trading Symbol CLOROX CO /DE/ [CLX] 3. Statement for Issuer's Fiscal Year Ended (MM/DD/YYYY) 6/30/2004 4. If Amendment, Date Original Filed (MM/DD/YYYY)	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director _____ 10% Owner <input type="checkbox"/> Officer (give title below) _____ Other (specify below) 6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form Filed by One Reporting Person <input type="checkbox"/> Form Filed by More than One Reporting Person
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Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Trans. Date	2A. Deemed Execution Date, if any	3. Trans. Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
				Amount	(A) or (D)	Price			
Common Stock						2000.00	D		

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

1. Title of Derivate Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Trans. Date	3A. Deemed Execution Date, if any	4. Trans. Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (MM/DD/YYYY)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned at End of Issuer's Fiscal Year (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
					(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Deferred Stock Units	\$0.00	8/15/2003		J (1)	7.07		(2)	(2)	Common Stock	7.07	\$42.67	1124.25	D	
Deferred Stock Units	\$0.00	11/14/2003		J (1)	6.43		(2)	(2)	Common Stock	6.43	\$47.22	1130.68	D	
Deferred Stock Units	\$0.00	12/31/2003		A (3)	208.9		(2)	(2)	Common Stock	208.90	\$47.87	1339.58	D	
Deferred Stock Units	\$0.00	2/13/2004		J (1)	7.48		(2)	(2)	Common Stock	7.48	\$48.37	1347.06	D	
Deferred Stock Units	\$0.00	3/31/2004		A (4)	127.79		(2)	(2)	Common Stock	127.79	\$48.91	1474.85	D	
Deferred Stock Units	\$0.00	5/14/2004		J (1)	7.85		(2)	(2)	Common Stock	7.85	\$50.70	1482.70	D	
Deferred Stock Units	\$0.00	6/30/2004		A (4)	116.21		(2)	(2)	Common Stock	116.21	\$53.78	1598.91	D	
Director Stock Option (Right to Buy) - 03AT	\$42.65						7/1/2005 (5)	7/1/2013	Common Stock	3000.00		3000.00	D	

Explanation of Responses:

- (1) Deferred Stock Units acquired through dividend reinvestment during the fiscal year pursuant to the Independent Directors' Stock-Based Compensation Plan.
- (2) The Deferred Stock Units accrued pursuant to the Independent Directors' Stock-Based Compensation Plan will be settled 100% in Clorox stock upon the reporting person's retirement or other termination of service as a Director.
- (3) Annual \$10,000 award of Deferred Stock Units pursuant to the Independent Directors' Compensation Plan.
- (4) Receipt of Deferred Stock Units in lieu of receipt of quarterly director's fee pursuant to the Independent Directors' stock-Based Compensation Plan.
- (5) Option exercisable in 3 equal installments - 1/3 on each of the first, second and third anniversaries of the grant date.

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
SHANNON MICHAEL E 1221 BROADWAY OAKLAND, CA 946121888	X			

Signatures

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

8/16/2004

** 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 4(b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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