CLOROX CO /DE/

FORM 4
(Statement of Changes in Beneficial Ownership)

Filed 9/19/2003 For Period Ending 9/17/2003

<table>
<thead>
<tr>
<th>Address</th>
<th>THE CLOROX COMPANY 1221 BROADWAY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>OAKLAND, California 94612-1888</td>
</tr>
<tr>
<td>Telephone</td>
<td>510-271-7000</td>
</tr>
<tr>
<td>CIK</td>
<td>0000021076</td>
</tr>
<tr>
<td>Industry</td>
<td>Personal &amp; Household Prods.</td>
</tr>
<tr>
<td>Sector</td>
<td>Consumer/Non-Cyclical</td>
</tr>
<tr>
<td>Fiscal Year</td>
<td>06/30</td>
</tr>
</tbody>
</table>
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 *
ROETH GEORGE C
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)
9/17/2003

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)

V P-Growth & Strategy

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

<table>
<thead>
<tr>
<th>1. Title of Security</th>
<th>2. Trans. Date</th>
<th>2A. Deemed Execution Date, if any</th>
<th>3. Trans. Code (Instr. 8)</th>
<th>4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)</th>
<th>5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 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>14000</td>
<td>14000.00</td>
</tr>
</tbody>
</table>

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

Remarks:

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>
</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>14000</td>
<td>9/30/2003 (1)</td>
<td>9/30/2013</td>
</tr>
</tbody>
</table>

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

** Signature of Reporting Person

Date 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.