CLOROX CO /DE/

FORM 4
(Statement of Changes in Beneficial Ownership)

Filed 9/17/2004 For Period Ending 9/15/2004

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
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 *

HEINRICH DANIEL J
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)

9/15/2004

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)

Vice President-Controller

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>1. Title of Security (Instr. 3)</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>
<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>Stock Option (Right to Buy) - 04CQ</td>
<td>$53.88</td>
<td>9/15/2004</td>
<td>A</td>
<td>35200</td>
<td>9/15/2008 (i)</td>
<td>9/7/2014</td>
<td>Common Stock</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 Derivate 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 of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)</th>
<th>11. Nature of Indirect Beneficial Ownership (Instr. 4)</th>
</tr>
</thead>
<tbody>
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<td>Stock Option (Right to Buy) - 04CQ</td>
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<td>9/15/2004</td>
<td>A</td>
<td>35200</td>
<td>9/15/2008 (i)</td>
<td>9/7/2014</td>
<td>Common Stock</td>
<td>35200.00</td>
<td>$53.88</td>
<td>35200.00</td>
<td>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.

Table of Reporting Owners

<table>
<thead>
<tr>
<th>Reporting Owner Name / Address</th>
<th>Relationships</th>
</tr>
</thead>
<tbody>
<tr>
<td>HEINRICH DANIEL J 1221 BROADWAY OAKLAND, CA 946121888</td>
<td>Vice President-Controller</td>
</tr>
</tbody>
</table>

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

9/17/2004

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).
