

CLOROX CO /DE/

FORM 8-K (Unscheduled Material Events)

Filed 7/22/1997 For Period Ending 7/15/1997

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

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the
Securities Exchange Act of 1934

Date of report (Date of earliest event reported): July 15, 1997

THE CLOROX COMPANY

(Exact Name of Registrant as Specified in Its Charter)

Delaware

(State or Other Jurisdiction of Incorporation)

1-07151

(Commission File Number)

31-0595760

(I.R.S. Employer Identification No.)

1221 Broadway, Oakland, California
(Address of Principal Executive Offices)

94612
(Zip Code)

510/271-7000

(Registrant's Telephone Number, Including Area Code)

Item 5. Other Events.

On July 15, 1997, the registrant declared a two-for-one stock split of the registrant's common stock ("Common Stock") to be effected in the form of a 100% stock dividend payable September 2, 1997 on all shares of the Common Stock outstanding as of the close of business on July 28, 1997.

Item 7. Financial Statements and Exhibits.

- (c) Exhibits
- 99.1 Form of press release of the registrant issued on July 15, 1997.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

THE CLOROX COMPANY

Date: July 21, 1997 *By: /S/ E. A. CUTTER*
E.A. Cutter
Senior Vice President -
General Counsel and Secretary

EXHIBIT 99.1

Clorox Splits Stock, Increases Dividend

Oakland, Calif., July 15, 1997 -- The Clorox Company's (CLX-NYSE, PE) board of directors today declared a 2-for-1 stock split and authorized a 10.3 percent increase in the annual dividend rate.

The quarterly cash dividend was boosted to 64 cents per share from 58 cents on a pre-split basis, payable Aug. 15 to shareholders of record July 28. This will be the 21st consecutive annual increase in the dividend.

The additional shares resulting from the split will be distributed on Sept. 2 to shareholders of record on July 28. The Oakland-based company said the split should result in higher liquidity and therefore create a broader market for its stock.

Added Chairman and CEO Craig Sullivan, "We feel both these actions are appropriate and make sense in light of the continuing strength of the overall business and our confidence in our ability to meet our previously announced new goals."

These include achieving total company sales of \$3.5 billion by the year 2000, and providing total stockholder return that will place the company, over time, in the top third of the S&P 500 and in the top third of its peer company group.

The Clorox Company is a diversified manufacturer of household grocery products and automotive cleaning products marketed in the U.S. and internationally. It also markets many of its successful retail brand franchise to institutional and professional trade channels.

Readers are cautioned that any discussion of future business prospects is subject to risks and uncertainty, and actual results could differ materially from those discussed in this release. We refer readers to the company's statement entitled "Forward Looking Statements and Risk Factors," which was contained in its SEC Form 8-K on Jan. 9, 1997. It discusses the risk factors which are of particular importance to the company.

Contacts:

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End of Filing

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