

SECURITIES AND EXCHANGE COMMISSION

FORM 4

Statement of changes in beneficial ownership of securities

Filing Date: **2003-02-10** | Period of Report: **2003-02-06**
SEC Accession No. **0001180573-03-000007**

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SUBJECT COMPANY

DIAL CORP /NEW/

CIK: **1016179** | IRS No.: **510374887** | State of Incorporation: **DE** | Fiscal Year End: **1231**
Type: **4** | Act: **34** | File No.: **001-11793** | Film No.: **03546567**
SIC: **2840** Soap, detergents, cleang preparations, perfumes, cosmetics

Mailing Address
*15501 NORTH DIAL
BOULVERARD
SCOTTSDALE AZ 85260*

Business Address
*15501 NORTH DIAL
BOULEVARD
SCOTTSDALE AZ 852601619
4807543425*

REPORTING OWNER

LITTLEFIELD CHRISTOPHER J

CIK: **1180573**
Type: **4**

Mailing Address
*15501 NORTH DIAL BLVD.
SUITE 2212
SCOTTSDALE AZ 85260*

Business Address
*15501 NORTH DIAL BLVD
SUITE 2212
SCOTTSDALE AZ 85260
4807545102*

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

() Check this box if no longer subject to Section 16.
 Form 4 or Form 5 obligations may continue. See Instructions 1(b).

- Name and Address of Reporting Person
 Christopher J. Littlefield
 15501 North Dial Boulevard
 Suite 2212
 AZ, Scottsdale 85260-1619
- Issuer Name and Ticker or Trading Symbol
 The Dial Corporation (DL)
- IRS or Social Security Number of Reporting Person (Voluntary)
- Statement for Month/Day/Year
 2/6/2003
- If Amendment, Date of Original (Month/Day/Year)
- Relationship of Reporting Person(s) to Issuer (Check all applicable)
 () Director () 10% Owner (X) Officer (give title below) () Other
 (specify below)
 Senior Vice President, General Counsel & Secretary
- Individual or Joint/Group Filing (Check Applicable Line)
 (X) Form filed by One Reporting Person
 () Form filed by More than One Reporting Person

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

1. Title of Security	2. Trans- action Date	2A. Exec- ution Date	3. Trans- action Code	4. Securities Acquired (A) or Disposed of (D) Amount	A/ D	5. Amount of Securities Beneficially Owned Following Reported Trans(s)	6. Dir- ect (D) or Indir- ect (I)	7. Nature of Indirect Beneficial Ownership
The Dial Corporation Common Stock						15700	D	
The Dial Corporation Common Stock	2/6/2003		M	2858	A	2	I	By Family Trust
The Dial Corporation Common Stock	2/6/2003		F	1911.00802	D	3	I	By Family Trust
The Dial Corporation Common Stock (401(k) Stock Holdings)						1342.568	I	401(k) Savings Plan
The Dial Corporation Common Stock (Emplo- yee Stock Purchase P lan)						4220.353435	D	

<CAPTION>

Table II -- Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Derivative Security	2. Con- version or Exer- cise Date	3. Trans- action Date	3A. Deemed Execu- tion Date	4. Trans- action Code	5. Number of De- rivative Secu- rities Acqui- red(A) or Dis- posed of(D) Amount	6. Date Exer- cisable and Expiration Date	7. Title and Amount of Underlying Securities Title and Number of Shares	8. Price of Deri- vative Secu- rity	9. Number of Deriva- tive Securities Benefi- cially Owned Following Reported Trans- action(s)	10. Dir- ect (D) or Indir- ect (I)	11. Nature of Indirect Beneficial Ownership
Options - Rig- ht to Buy	10.8750					4 09/15/2010	The Dial Cor- poration Com- mon Stock		16000	D	
Options - Rig- ht to Buy	14.8438					4 03/01/2010	The Dial Cor- poration Com- mon Stock		26000	D	
Options - Rig- ht to Buy	20.8125					5 01/20/2010	The Dial Cor- poration Com- mon Stock		5074	D	

ht to Buy										/2008	poration Com						
											mon Stock						
Options - Rig	28.7188							5	12/31	The Dial Cor			1500	D			
ht to Buy									/2008	poration Com							
										mon Stock							
Options - Rig	29.7188							6	08/04	The Dial Cor			12500	D			
ht to Buy									/2009	poration Com							
										mon Stock							
Options-Right	13.4688							4	01/25	The Dial Cor			100000	D			
To Buy									/2011	poration Com							
										mon Stock							
Phantom Stock	1-for-1							7		The Dial Cor			982.3602106	D			
Units										poration Com							
										mon Stock							
Phantom Stock	1-for-1	2/6/ 20		M		2858	D	2		The Dial Cor	2858		155.8511034	D			
Units		03								poration Com							
										mon Stock							

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Explanation of Responses:

1. Direct stock ownership of the reporting person consists of 5,700 shares of restricted stock granted pursuant to the 1996 Stock Incentive Plan; the reporting person is not entitled to transfer, sell, pledge, hypothecate or assign any portion of the shares

prior to the lapse of certain restrictions: restrictions lapse for 20% of the award on the first anniversary of the grant date, 20% on the second anniversary of the grant date, 20% on the third anniversary of the grant date, 20% on the fourth anniversary

2. Represents a pay-out under the Management Deferred Compensation Plan of 2,858 phantom stock units at a price range of \$19.39 to \$20.66, as specified under the Plan.

3. Payment of tax liability associated with a pay-out under the Management Deferred Compensation Plan, as specified under the Plan.

4. Granted pursuant to the 1996 Stock Incentive Plan. 1/3 of the options vest on the first anniversary of the grant date; 1/3 vest after the second anniversary of the grant date; and the final 1/3 vest after the third anniversary of the grant date. All options

vest in the event of a change in control. Each option contains a Change in Control Cash-Out whereby, in the event of a change in control, the participant may elect to surrender all or part of the stock option to the Corporation and to receive cash

5. Granted pursuant to the 1996 Stock Incentive Plan. Options vest 1/3 after the stock price increases 33% over the grant price, 1/3 after the stock price increases 66 2/3%, and the final 1/3 after the stock price doubles with no vesting in less than 12

months. All options vest in the event of a change in control or 5 years from the date of grant. Each option contains a Change in Control Cash-Out whereby, in the event of a change in control, the participant may elect to surrender all or part of the stock

option granted under the stock option.

6. Granted pursuant to the 1996 Stock Incentive Plan. Options vest 1/3 after the stock price increases 20% over grant price, but only if 1 year has passed since grant date; 1/3 after the stock price increases 40%, but only if 2 years have passed since gra

nt date; and the final 1/3 after the stock price increases 60%, but only if 3 years have passed since grant date. All options vest in the event of a change in control or 5 years from the grant date. Each option contains a Change in Control Cash-Out whereb

exercisable price per share of stock under the stock option multiplied by the number of shares of stock granted under the stock option.

7. Discount stock units accrued under the Corporation's Management Deferred Compensation Plan.

SIGNATURE OF REPORTING PERSON

Christopher J. Littlefield

/s/ Dianne B. Stoehr, Attorney-In-Fact