

Edgar Filing: DIAL CORP /NEW/ - Form 4

DIAL CORP /NEW/
 Form 4
 March 24, 2003

UNITED STATES SECURITIES AND EXCHANGE COMMISSION
 WASHINGTON, D.C. 20549
 FORM 4

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).

1. Name and Address of Reporting Person
 Herbert M. Baum
 15501 North Dial Boulevard
 Suite 2212
 AZ, Scottsdale 85260-1619
2. Issuer Name and Ticker or Trading Symbol
 The Dial Corporation (DL)
3. IRS or Social Security Number of Reporting Person (Voluntary)
4. Statement for Month/Day/Year
 3/20/2003
5. If Amendment, Date of Original (Month/Day/Year)
6. Relationship of Reporting Person(s) to Issuer (Check all applicable)
 (X) Director () 10% Owner (X) Officer (give title below) () Other
 (specify below)
 Chairman, President & Chief Executive Officer
7. Individual or Joint/Group Filing (Check Applicable Line)
 (X) 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

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	Price	5. Amount of Securities Beneficially Owned Following Reported Trans(s)
The Dial Corporation Common Stock							4889
The Dial Corporation Common Stock (401(K)) Stock Holdings)							1526.716
The Dial Corporation Common Stock (Emplo yee Stock Purchase P lan)							2368.482079

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

1. Title of Derivative Security	2. Con- version or Exer	3. Trans- action	3A. Deemed	4. Trans- action	5. Number of De rivative Secu rities Acqui	6. Date Exer cisable and Expiration	7. Title and Amount of Underlying Securities	8. P of vat
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	Exercise Price of Derivative Security	Grant Date (Month/Day/Year)	Expiration Date (Month/Day/Year)	Code	Amount	Redeemable (A) or Disposable (D)	Date (Month/Day/Year)	Title and Number of Shares	Section 19(a)
Options - Right to Buy	16.5313						1 08/08/2007	The Dial Corporation Common Stock	
Options - Right to Buy	14.3750						1 01/27/2007	The Dial Corporation Common Stock	
Options - Right to Buy	23.1563						1 08/20/2008	The Dial Corporation Common Stock	
Options - Right to Buy	27.0000						1 8/19/2009	The Dial Corporation Common Stock	
Phantom Stock Units	1-for-1						2	The Dial Corporation Common Stock	
Options - Right To Buy	13.5000						3 01/26/2011	The Dial Corporation Common Stock	
Options - Right to Buy	11.8750						3 08/08/2010	The Dial Corporation Common Stock	
Options - Right to Buy	17.7700						3 03/12/2010	The Dial Corporation Common Stock	
Phantom Stock Units	1-for-1	3/20/2003		A	26.52921319	A	4	The Dial Corporation Common Stock	26.529219
Phantom Stock Units	1-for-1	3/20/2003		A	106.1163334	A	5	The Dial Corporation Common Stock	106.116333

Explanation of Responses:

1. Annual stock option award granted pursuant to the 1996 Stock Incentive Plan. 50% of the options are exercisable one year after grant and 100% exercisable two years after grant.
2. Meeting fees, retainer fees and dividends paid in phantom stock units accrued under the Corporation's Directors Deferred Compensation Plan.
3. 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 op

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tions 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 i

4. On March 20, 2003, the reporting person acquired 26.53 discount phantom stock units at a price of \$19.255 as a result of the salary deferral payment under the Corporation's Management Deferred Compensation Plan, but which vest at the end of the second

plan year following the plan year in which such units were acquired.

5. On March 20, 2003, the reporting person acquired 106.12 phantom stock units at a price of \$19.255 as a result of the salary deferral payment under the Corporation's Management Deferred Compensation Plan.

SIGNATURE OF REPORTING PERSON

Herbert M. Baum

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