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DIAL CORP /NEW/

Form 4

March 19, 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

Christopher J. Littlefield

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

3/17/2003

5. If Amendment, Date of Original (Month/Day/Year)

6. 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

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	3/17/ 2003		F	633 1	D	18.43	
The Dial Corporation Common Stock	3/17/ 2003		J	1267 2	D		3800 3
The Dial Corporation Common Stock	3/17/ 2003		J	1267 2	A		6295.99198 4
The Dial Corporation Common Stock (401(K) ) Stock Holdings)			I V	201.8	A		1544.368 5
The Dial Corporation Common Stock (Emplo yee Stock Purchase P lan)							4220.353435

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

1. Title of Derivative Security	2. Conversion or Exercise Price of Derivative Security	3. Transaction (Month/Day/Year)	3A. Deemed Execution (Month/Day/Year)	4. Transaction Code	5. Number of Derivative Securities Acquired (A) or Disposed of (D)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities	8. Put or Call
Options - Right to Buy	10.8750					6   09/15/2010	The Dial Corporation Common Stock	
Options - Right to Buy	14.8438					6   03/01/2010	The Dial Corporation Common Stock	
Options - Right to Buy	17.7700					6   03/12/2010	The Dial Corporation Common Stock	
Options - Right to Buy	20.8125					7   01/20/2008	The Dial Corporation Common Stock	
Options - Right to Buy	28.7188					7   12/31/2008	The Dial Corporation Common Stock	
Options - Right to Buy	29.7188					8   08/04/2009	The Dial Corporation Common Stock	
Options-Right To Buy	13.4688					6   01/25/2011	The Dial Corporation Common Stock	
Phantom Stock Units	1-for-1					9	The Dial Corporation Common Stock	
Phantom Stock Units	1-for-1					10	The Dial Corporation Common Stock	

Explanation of Responses:

1. Payment of tax liability associated with the vesting of 1,900 restricted stock units, 633 of which were used to pay such tax liability.
2. The reporting person transferred directly held shares into a family trust for which the reporting person and spouse are the co-trustees.
3. Direct stock ownership of the reporting person consists of 3,800 shares of restricted stock granted pursuant to the 1996 Stock Incentive Plan. The reporting person is not entitled to transfer, sell, pledge, hypothecate or

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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

4. Stock held in family trust with reporting person and spouse as co-trustees.

5. Between January 9, 2003 and March 14, 2003, the reporting person acquired 201.80 shares of The Dial Corporation Common Stock under The Dial Corporation 401(k) Savings Plan.

6. 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

7. 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.

8. 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 grant

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 whereby

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

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

10. Phantom stock units accrued under the Corporation's Management Deferred Compensation Plan.

SIGNATURE OF REPORTING PERSON

Christopher J. Littlefield

/s/ Lucinda K. Stewart, Attorney-In-Fact