

DIAL CORP /NEW/  
Form 4  
October 21, 2002

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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

**FORM 4**

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP**

**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(h) of the Investment Company Act of 1940**

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

<p><b>1. Name and Address of Reporting Person*</b></p> <p>Baum, Herbert M.</p> <hr/> <p><i>(Last) (First) (Middle)</i></p> <p>15501 North Dial Boulevard Suite 2212</p> <hr/> <p><i>(Street)</i></p> <p>Scottsdale, AZ 85260-1619</p> <hr/> <p><i>(City) (State) (Zip)</i> United States</p>	<p><b>2. Issuer Name and Ticker or Trading Symbol</b></p> <p>The Dial Corporation (DL)</p> <hr/> <p><b>4. Statement for Month/Day/Year</b></p> <p>10/17/2002</p> <hr/> <p><b>6. Relationship of Reporting Person(s) to Issuer (Check All Applicable)</b></p> <p><input checked="" type="checkbox"/> Director    <input type="checkbox"/> 10% Owner</p> <p><input checked="" type="checkbox"/> Officer <i>(give title below)</i></p> <p><input type="checkbox"/> Other <i>(specify below)</i></p> <p>Chairman, President &amp; Chief Executive Officer</p>	<p><b>3. I.R.S. Identification Number of Reporting Person, if an entity (Voluntary)</b></p> <hr/> <p><b>5. If Amendment, Date of Original (Month/Day/Year)</b></p> <hr/> <p><b>7. Individual or Joint/Group Filing (Check Applicable Line)</b></p> <p><input checked="" type="checkbox"/> Form Filed by One Reporting Person</p> <p><input type="checkbox"/> Form Filed by More than One Reporting Person</p>
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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).

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**Table II Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D)	
					Code V	(A) (D)
Options - Right to Buy	16.5313					
Options - Right to Buy	14.3750					
Options - Right to Buy	23.1563					
Options - Right to Buy	27.0000					
Phantom Stock Units	1-for-1					
Options - Right to Buy	13.5000					
Options - Right to Buy	11.8750					
Phantom Stock Units	1-for-1			A		90.56
Phantom Stock Units	1-for-1			A		362.25

**Table II Derivative Securities Acquired, Disposed of, or Beneficially Owned Continued**  
*(e.g., puts, calls, warrants, options, convertible securities)*

6. Date Exercisable and Expiration Date <i>(Month/Day/Year)</i>	7. Title and Amount of Underlying Securities <i>(Instr. 3 and 4)</i>	8. Price of Derivative Security <i>(Instr. 5)</i>	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(s) <i>(Instr. 4)</i>	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) <i>(Instr. 4)</i>	11. Nature of Indirect Beneficial Ownership <i>(Instr. 4)</i>
Date Exercisable	Expiration Date	Title	Amount or Number of Shares		
(2)	08/08/2007	The Dial Corporation Common Stock	5,500.00	D	
(2)	01/27/2007	The Dial Corporation Common Stock	9,400.00	D	
(2)	08/20/2008	The Dial Corporation Common Stock	3,900.00	D	
(2)	8/19/2009	The Dial Corporation Common Stock	3,300.00	D	
(3)		The Dial Corporation Common Stock	4,144.95	D	
(4)	01/26/2011	The Dial Corporation Common Stock	225,000.00	D	
(4)	08/08/2010	The Dial Corporation Common Stock	375,000.00	D	
(5)		The Dial Corporation Common Stock	90.56	19,350.05	D
(6)		The Dial Corporation Common Stock	362.25	77,399.90	D

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**Explanation of Responses:**

1. Between September 6 and October 16, 2002 the reporting person acquired 2.90 shares of The Dial Corporation Common Stock under The Dial Corporation 401(k) Savings Plan.
2. 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.
3. Meeting fees, retainer fees and dividends paid in phantom stock units accrued under the Corporation's Directors Deferred Compensation 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 in an amount equal to the amount by which the Change in Control Price per share of stock shall exceed the exercisable price per share of stock under the stock option multiplied by the number of shares of stock granted under the stock option.
5. Between October 16 and October 17, 2002, the reporting person acquired 90.56 discount phantom stock units at a price of \$21.24 as a result of salary deferral paid 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.
6. Between October 16 and October 17, 2002, the reporting person acquired 362.25 phantom stock units at a price of \$21.24 as a result of salary deferral paid under the Corporation's Management Deferred Compensation Plan.

/s/ Lucinda K. Stewart  
Attorney-in-Fact

10/21/02

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\*\*Signature of Reporting  
Person

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Date

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\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.