

DIAL CORP /NEW/  
Form 4  
January 27, 2003

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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>Guinn, Donald E.</p> <hr/> <p><i>(Last) (First) (Middle)</i></p> <p>15501 N. Dial Boulevard Suite 2212</p> <hr/> <p><i>(Street)</i></p>	<p><b>2. Issuer Name and Ticker or Trading Symbol</b></p> <p>The Dial Corporation (DL)</p> <hr/>	<p><b>3. I.R.S. Identification Number of Reporting Person, if an entity (Voluntary)</b></p> <hr/>
<p>Scottsdale, AZ 85260</p> <hr/> <p><i>(City) (State) (Zip)</i></p>	<p><b>4. Statement for Month/Day/Year</b></p> <p>1/23/2003</p> <hr/>	<p><b>5. If Amendment, Date of Original (Month/Day/Year)</b></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 type="checkbox"/> Officer <i>(give title below)</i></p> <p><input type="checkbox"/> Other <i>(specify below)</i></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 I Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security <i>(Instr. 3)</i>	2. Transaction Date <i>(Month/Day/Year)</i>	2A. Deemed Execution Date, if any <i>(Month/Day/Year)</i>	3. Transaction Code <i>(Instr. 8)</i>	4. Securities Acquired (A) or Disposed of (D) <i>(Instr. 3, 4 and 5)</i>	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) <i>(Instr. 3 and 4)</i>	6. Ownership Form: Direct (D) or Indirect (I) <i>(Instr. 4)</i>	7. Nature of Indirect Beneficial Ownership <i>(Instr. 4)</i>
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Code V	Amount	(A) or (D)	Price
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The Dial Corporation Common Stock			16,381.00	I	By Family Trust (1)
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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)
Phantom Stock Units	1-for-1	1/23/2003		A	15.25	
Options-Right To Buy	14.4250					
Options-Right To Buy	14.4250					
Options-Right To Buy	13.5000					
Options-Right To Buy	13.9000					
Options-Right To Buy	12.3500					
Options-Right To Buy	14.4250					
Options-Right To Buy	14.0500					
Options-Right To Buy	14.4100					
Options-Right To Buy	16.4150					
Options-Right To Buy	17.0950					
Options-Right To Buy	16.8700					
Options-Right To Buy	17.7500					
Options-Right To Buy	12.8750					
Options-Right To Buy	12.8438					
	11.4063					

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Options-Right To  
Buy

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Options-Right To Buy	10.6563
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Options-Right To Buy	10.2500
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Options-Right To Buy	10.8125
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Options-Right To Buy	9.2286
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Options-Right To Buy	11.1531
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Options-Right To Buy	11.9108
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Options-Right To Buy	13.3750
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Options-Right To Buy	16.5313
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Options-Right To Buy	23.1563
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Options-Right To Buy	27.0000
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Options-Right To Buy	10.8438
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Options-Right To Buy	22.9688
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Options-Right To Buy	22.1875
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Options-Right To Buy	14.7813
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Options-Right To Buy	14.1563
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Options-Right To Buy	19.7800
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**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)		The Dial Corporation Common Stock	15.26	7,576.93	D
(3)	06/07/2011	The Dial Corporation Common Stock		6,200.00	D
(4)	06/07/2011	The Dial Corporation Common Stock		6,200.00	D
(5)	01/26/2011	The Dial Corporation Common Stock		2,400.00	D
(5)	03/07/2011	The Dial Corporation Common Stock		800.00	D
(5)	04/23/2011	The Dial Corporation Common Stock		200.00	D
(5)	06/07/2011	The Dial Corporation Common Stock	2,300.00	2,300.00	D
(5)	07/09/2011	The Dial Corporation Common Stock		500.00	D
(5)	07/23/2011	The Dial Corporation Common Stock		200.00	D

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(5)	08/01/2011	The Dial Corporation Common Stock	1,800.00	D
(5)	08/24/2011	The Dial Corporation Common Stock	300.00	D
(5)	08/28/2011	The Dial Corporation Common Stock	200.00	D
(5)	10/12/2011	The Dial Corporation Common Stock	1,900.00	D
(5)	08/04/2010	The Dial Corporation Common Stock	2,900.00	D
(5)	08/07/2010	The Dial Corporation Common Stock	300.00	D
(5)	08/10/2010	The Dial Corporation Common Stock	400.00	D
(5)	08/22/2010	The Dial Corporation Common Stock	400.00	D
(5)	09/01/2010	The Dial Corporation Common Stock	700.00	D
(5)	10/13/2010	The Dial Corporation Common Stock	3,100.00	D
(3)	08/18/2003	The Dial Corporation Common Stock	1,961.00	D
(3)	08/17/2004	The Dial Corporation Common Stock	9,899.00	D
(3)	08/16/2005	The Dial Corporation Common	11,961.00	D

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Stock

(3)	08/15/2006	The Dial Corporation Common Stock	13,400.00	D
(3)	08/08/2007	The Dial Corporation Common Stock	5,500.00	D
(3)	08/20/2008	The Dial Corporation Common Stock	3,900.00	D
(3)	08/19/2009	The Dial Corporation Common Stock	3,300.00	D
(3)	08/17/2010	The Dial Corporation Common Stock	8,300.00	D
(5)	01/06/2010	The Dial Corporation Common Stock	100.00	D
(5)	01/20/2010	The Dial Corporation Common Stock	1,400.00	D
(5)	02/28/2010	The Dial Corporation Common Stock	700.00	D
(5)	05/31/2010	The Dial Corporation Common Stock	2,300.00	D
(3)	06/06/2012	The Dial Corporation Common Stock	4,600.00	D

**Explanation of Responses:**

1. Stock held in family trust with reporting individual and spouse as trustees.
2. On January 23, 2003, the reporting person acquired 15.25 phantom stock units at a price of \$19.83 as a result of the dividend payment under the Corporations Directors Deferred Compensation Plan.
3. 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.

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4. Refresher stock option award granted after each successive five years of service pursuant to the 1996 Stock incentive Plan. 50% of the options are exercisable one year after grant and 100% exercisable two years after grant.

5. Granted in lieu of payment of Board of Directors annual retainers and meeting fees. Options are 100% vested on the date of grant.

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

1-27-03

\_\_\_\_\_  
\*\*Signature of Reporting  
Person

\_\_\_\_\_  
Date

\*\* 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.

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