

DIAL CORP /NEW/  
Form 8-K  
October 27, 2003

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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**

**Washington, D.C. 20549**

**FORM 8-K**

**CURRENT REPORT**

Pursuant to Section 13 or 15(d)  
of the Securities Exchange Act of 1934

Date of Report: October 27, 2003

**THE DIAL CORPORATION**

(Exact Name of Registrant as Specified in its Charter)

DELAWARE  
(State or Other Jurisdiction of  
Incorporation or Organization)

51-0374887  
(I.R.S. Employer  
Identification No.)

15501 NORTH DIAL BOULEVARD  
SCOTTSDALE, ARIZONA  
(Address of Principal Executive Offices)

85260-1619  
(Zip Code)

Registrant's Telephone Number, including Area Code (480) 754-3425.

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Item 7. Exhibits

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**Item 7. Exhibits**

(c) Exhibits

(99.1) Presentation dated October 27, 2003.

**Item 9. Regulation FD Disclosure.**

As previously announced in our press release dated October 20, 2003, Dial will make a presentation to the Consumer Analyst Group of New York on October 27, 2003. A copy of the presentation is being furnished as Exhibit 99.1 to this Form 8-K.

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**SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

**The Dial Corporation**  
October 27, 2003

/s/ Conrad A. Conrad

Conrad A. Conrad  
Executive Vice President and Chief Financial Officer

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**Exhibit Index**

<b>Exhibit No.</b>	<b>Description</b>
(99.1)	Presentation dated October 27, 2003.