

DIAL CORP /NEW/
Form 8-K
October 21, 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 21, 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

Item 9. Regulation FD Disclosure.

SIGNATURE

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Item 7. Exhibits

(c) Exhibits

(99) Press Release of the Company dated October 20, 2003

Item 9. Regulation FD Disclosure.

On October 20, 2003, Dial issued a press release announcing that The Dial Corporation's CEO and CFO will present to the Consumer Analyst Group of New York. A copy of the press release is furnished herewith as Exhibit 99.

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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 21, 2003

/s/ Conrad A. Conrad

Conrad A. Conrad
Executive Vice President and Chief Financial Officer

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