

VIAD CORP

FORM 424B2

(Prospectus filed pursuant to Rule 424(b)(2))

Filed 1/14/1994

Address	1850 NORTH CENTRAL AVE SUITE 800 PHOENIX, Arizona 85004-4545
Telephone	(602) 207-4000
CIK	0000884219
Industry	Business Services
Sector	Services
Fiscal Year	12/31

(To Prospectus dated June 10, 1993 and
Prospectus Supplement dated October 12, 1993)

THE DIAL CORP

Medium -Term Notes - 6.06% Rate CUSIP No. 25247Q-AU6

Trade Date: 1/13/94	Original Issue Date: 1/21/94
Principal Amount: \$25,000,000	Net Proceeds to Issuer: \$24,850,000
Currency: U.S.\$	Minimum Denomination: 1,000
Issue Price: 100%	Place and Time for Delivery: DTC, NYC
Selling Agent's Commission: \$150,000	
Initial Interest Rate: N/A	
Maturity Date: 1/15/2001	

Form: X Book-Entry
 ----- Certificated

Interest:

Base Rate:	----- CD Rate	----- Commercial Paper Rate
	----- Fed Funds Rate	----- LIBOR
	X Treasury Rate	----- Other

Interest Rate Formula: N/A

Interest Reset Period: N/A

Interest Payment Period: Semi Annually

Maximum Interest Rates: N/A

Spread/Spread Multiplier: N/A

Redemption: X The Notes cannot be redeemed prior to maturity
 ----- The Notes may be redeemed prior to maturity

Initial Redemption Date:

Initial Redemption Price:

Annual Redemption Price Reduction:

Repayment: X The Notes cannot be repaid prior to maturity
 ----- The Notes can be repaid prior to maturity at the option of the holder

Repayment Price:

Repayment Date:

Discount Note: ----- Yes
 X No

Total Amount of OID: N/A

Original Yield to Maturity: N/A

Initial Accrual Period OID: N/A

Method Used to Determine Yield for Initial Accrual
Period: N/A Approximate N/A Exact

Capacity: X Agent ----- Principal

If as principal: ----- The Registered Notes are being offered at varying prices related to
 prevailing market prices at the time of resale.
 ----- The Registered Notes are being offered at a fixed initial public
 offering price of % of Principal Amount. The Registered Notes are
 being reoffered to dealers with a reallowance not to exceed % of
 the Commission or Fee.

**SALOMON BROTHERS INC
CITICORP SECURITIES, INC.**

GOLDMAN, SACHS & CO.

MERRILL LYNCH & CO.

(To Prospectus dated June 10, 1993 and
Prospectus Supplement dated October 12, 1993)

THE DIAL CORP**Medium -Term Notes - 6.63% Rate CUSIP No. 25247Q-AV4**

Trade Date: 1/13/94	Original Issue Date: 1/21/94
Principal Amount: \$5,000,000	Net Proceeds to Issuer: \$4,965,000
Currency: U.S.\$	Minimum Denomination: 1,000
Issue Price: 100%	Place and Time for Delivery: DTC, NYC
Selling Agent's Commission: \$35,000	
Initial Interest Rate: N/A	
Maturity Date: 1/21/2009	

Form:	<input checked="" type="checkbox"/>	Book-Entry	
	-----	Certificated	
Interest:			
Base Rate:		----- CD Rate	----- Commercial Paper Rate
		----- Fed Funds Rate	----- LIBOR
		<input checked="" type="checkbox"/> Treasury Rate	----- Other
Interest Rate Formula:	N/A		
Interest Reset Period:	N/A		Interest Payment Dates: January 15 - July 15
Interest Payment Period:	Semi Annually		Index Maturity: N/A
Maximum Interest Rates:	N/A		Minimum Interest Rates: N/A
Spread/Spread Multiplier:	N/A		
Redemption:	<input checked="" type="checkbox"/>	The Notes cannot be redeemed prior to maturity	
	-----	The Notes may be redeemed prior to maturity	
		Initial Redemption Date:	
		Initial Redemption Price:	
		Annual Redemption Price Reduction:	
Repayment:	<input checked="" type="checkbox"/>	The Notes cannot be repaid prior to maturity	
	-----	The Notes can be repaid prior to maturity at the option of the holder	
		Repayment Price:	
		Repayment Date:	
Discount Note:	-----	Yes	
	<input checked="" type="checkbox"/>	No	
		Total Amount of OID: N/A	
		Original Yield to Maturity: N/A	
		Initial Accrual Period OID: N/A	
		Method Used to Determine Yield for Initial Accrual	
		Period: N/A	Approximate N/A Exact
Capacity:	<input checked="" type="checkbox"/>	Agent ----- Principal	
If as principal:	-----	The Registered Notes are being offered at varying prices related to prevailing market prices at the time of resale.	
	-----	The Registered Notes are being offered at a fixed initial public offering price of % of Principal Amount. The Registered Notes are being reoffered to dealers with a reallowance not to exceed % of the Commission or Fee.	

SALOMON BROTHERS INC**CITICORP SECURITIES, INC.****GOLDMAN, SACHS & CO.****MERRILL LYNCH & CO.****End of Filing**

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