

VIAD CORP

FORM 424B2

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

Filed 1/13/1994

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 - 5.85% Rate CUSIP No. 25247Q-AS1

Trade Date: 1/12/94	Original Issue Date: 1/20/94
Principal Amount: \$10,000,000	Net Proceeds to Issuer: \$9,945,000
Currency: U.S.\$	Minimum Denomination: 1,000
Issue Price: 100%	Place and Time for Delivery: DTC, NYC
Selling Agent's Commission: \$55,000	
Initial Interest Rate: N/A	
Maturity Date: 1/20/2000	

Form: Book-Entry
 ----- Certificated

Interest:
 Base Rate: CD Rate Commercial Paper Rate
 Fed Funds Rate LIBOR
 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
 Interest Payment Dates: January 15 - July 15
 Index Maturity: N/A
 Minimum Interest Rates: N/A

Redemption: 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: 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
 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: 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 - 5.88% Rate CUSIP No. 25247Q-AT9**

Trade Date: 1/12/94
Principal Amount: \$20,000,000
Currency: U.S.\$
Issue Price: 100%
Selling Agent's Commission: \$110,000
Initial Interest Rate: N/A
Maturity Date: 1/20/2000

Original Issue Date: 1/20/94
Net Proceeds to Issuer: \$19,890,000
Minimum Denomination: 1,000
Place and Time for Delivery: DTC, NYC

Form: Book-Entry

 Certificated

Interest:

Base Rate: ----- CD Rate ----- Commercial Paper Rate
----- Fed Funds Rate ----- LIBOR
 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
Interest Payment Dates: January 15 - July 15
Index Maturity: N/A
Minimum Interest Rates: N/A

Redemption: 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: 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
 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: 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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