

# VIAD CORP

## FORM 424B2

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

Filed 2/1/1994

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 - 6.56% Rate CUSIP No. 25247Q-AW2

Trade Date: 1/31/94	Original Issue Date: 2/7/94
Principal Amount: \$10,000,000	Net Proceeds to Issuer: \$9,937,500
Currency: U.S.\$	Minimum Denomination: 1,000
Issue Price: 100%	Place and Time for Delivery: DTC, NYC
Selling Agent's Commission: \$62,500	
Initial Interest Rate: N/A	
Maturity Date: 2/7/2005	

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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 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:	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  
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