

VIAD CORP

FORM SC 13D/A (Amended Statement of Beneficial Ownership)

Filed 4/2/1996

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

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

SCHEDULE 13D
Under the Securities Exchange Act of 1934
(Amendment No. 1)

The Dial Corp

(Name of Issuer)

Common Stock (\$1.50 Par Value)
(Title of Class of Securities)

(CUSIP Number) 252470109

MICHAEL F. PRICE, HEINE SECURITIES CORPORATION
51 JOHN F. KENNEDY PARKWAY
SHORT HILLS, NJ 07078 (201) 912-2152

(Name, Address and Telephone Number of Person Authorized to Receive Notices and Communications)

March 28, 1996
(Date of Event which Requires Filing of this Statement)

If the filing person has previously filed a statement on Schedule 13G to report the acquisition which is the subject of this Schedule 13D, and is filing this schedule because of Rule 13d-1(b)(3) or (4), check the following box .

Check the following box if a fee is being paid with this statement . (A fee is not required only if the filing person: (1) has a previous statement on file reporting beneficial ownership of more than five percent of the class of securities described in Item 1; and (2) has filed no amendment subsequent thereto reporting beneficial ownership of five percent or less of such class.) (See Rule 13d-7.)

Note: Six copies of this statement, including all exhibits, should be filed with the Commission. See Rule 13d-1(a) for other parties to whom copies should be sent.

*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

(Continued on the following page(s))

- 1 NAME OF REPORTING PERSON
S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

Heine Securities Corporation
- 2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP*

Not Applicable (a) []
(b) []
- 3 SEC USE ONLY
- 4 SOURCE OF FUNDS*

N/A
- 5 CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED
PURSUANT TO ITEMS 2(d) OR 2(e) []
- 6 CITIZENSHIP OR PLACE OF INCORPORATION Delaware
- | | | |
|--------------|----|-------------------------------|
| NUMBER OF | 7 | SOLE VOTING POWER |
| SHARES | | 9,393,100 (See Items 2 and 5) |
| BENEFICIALLY | 8 | SHARED VOTING POWER |
| OWNED BY | | N/A |
| EACH | 9 | SOLE DISPOSITIVE POWER |
| REPORTING | | 9,393,100 (See Items 2 and 5) |
| PERSON | 10 | SHARED DISPOSITIVE POWER |
| WITH | | N/A |
- 11 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING
PERSON 9,393,100 (See Items 2 and 5)
- 12 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES
CERTAIN SHARES* []
- 13 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

9.99% (See Items 2 and 5)
- 14 TYPE OF REPORTING PERSON* IA

*SEE INSTRUCTION BEFORE FILLING OUT!

- 1 NAME OF REPORTING PERSON
S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

Michael F. Price
- 2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP*

Not Applicable (a) []
(b) []
- 3 SEC USE ONLY
- 4 SOURCE OF FUNDS* N/A
- 5 CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED
PURSUANT TO ITEMS 2(d) OR 2(e) []
- 6 CITIZENSHIP OR PLACE OF INCORPORATION

United States
- | | | |
|--------------|----|-------------------------------|
| NUMBER OF | 7 | SOLE VOTING POWER |
| SHARES | | N/A (See Items 2 and 5) |
| BENEFICIALLY | 8 | SHARED VOTING POWER |
| OWNED BY | | 9,393,100 (See Items 2 and 5) |
| EACH | 9 | SOLE DISPOSITIVE POWER |
| REPORTING | | N/A (See Items 2 and 5) |
| PERSON | 10 | SHARED DISPOSITIVE POWER |
| WITH | | 9,393,100 (See Items 2 and 5) |
- 11 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING
PERSON 9,393,100 (See Items 2 and 5)
- 12 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES
CERTAIN SHARES* []
- 13 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)

9.99% (See Items 2 and 5)
- 14 TYPE OF REPORTING PERSON* IN

*SEE INSTRUCTION BEFORE FILLING OUT!

Items 3 and 5 of the Schedule 13D filed by the undersigned on January 17, 1996 are hereby amended in their entirety as follows:

Item 3. Source and Amount of Funds or Other Consideration

The securities reported herein were acquired with funds of approximately \$272,357,140 (including brokerage commissions). All such funds were provided from working capital of HSC's respective advisory clients.

Item 5. Interest in Securities of the Issuer

(a-b) As the holder of sole voting and investment power over the securities owned by its advisory clients, HSC (and therefore Mr. Price) may be deemed to be, for purposes of Rule 13d-3 under the Securities Exchange Act of 1934, the beneficial owner of 9,393,100 shares of the Common Stock owned by HSC's advisory clients, representing approximately 9.99% of the outstanding shares of the Common Stock. HSC has the sole power to vote or direct to vote, and the sole power to dispose or to direct the disposition of the shares of the Common Stock covered by this Statement. HSC and Mr. Price disclaim any economic interest or beneficial ownership in any shares of the Common Stock covered by this Statement.

(c) Amended Exhibit B sets forth all transactions in the shares of the Common Stock within the past sixty days.

(d) No person other than HSC's advisory clients have the right to receive or the power to direct the receipt of dividends from, or the proceeds of the sale of the securities being reported herein.

(e) Not applicable.

Signatures

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: April 2, 1996

*/s/ Michael F. Price
President
Heine Securities Corporation*

/s/ Michael F. Price

AMENDED EXHIBIT B

SUMMARY OF TRANSACTIONS

STOCK PURCHASES WITHIN THE LAST SIXTY DAYS:

Date	Share Amount	Price
03/29/96	60,700	28.3970
03/28/96	164,300	28.7663
03/15/96	74,600	29.3582
03/13/96	5,400	29.1829
03/12/96	10,000	29.5000
03/12/96	3,800	28.8750
03/12/96	40,000	29.2500
03/11/96	60,000	29.2500
03/08/96	66,200	29.3353
03/07/96	60,000	30.1042
03/06/96	35,000	30.4464
03/05/96	51,200	30.4829
03/01/96	128,000	29.9493
02/29/96	157,600	29.2483
02/28/96	137,700	29.1564
02/27/96	55,000	29.5455
02/26/96	50,000	29.6375
02/16/96	345,900	31.1897
02/16/96	461,200	31.0320
	1,966,600	

STOCK SALES WITHIN THE LAST SIXTY DAYS:

Date	Share Amount	Price
02/06/96	550,000	30.0032
02/05/96	300,000	30.0000
	850,000	

End of Filing

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