

VIAD CORP

FORM SC 13D (Statement of Beneficial Ownership)

Filed 1/17/1996

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.)

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)

January 14, 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 [X]. (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))

Page 1 of 10 pages

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		8,262,500 (See Items 2 and 5)
BENEFICIALLY	8	SHARED VOTING POWER
OWNED BY		N/A
EACH	9	SOLE DISPOSITIVE POWER
REPORTING		8,262,500 (See Items 2 and 5)
PERSON	10	SHARED DISPOSITIVE POWER
WITH		N/A

11 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING
PERSON 8,262,500 (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)

8.8% (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		8,262,500 (See Items 2 and 5)
EACH	9	SOLE DISPOSITIVE POWER
REPORTING		N/A (See Items 2 and 5)
PERSON	10	SHARED DISPOSITIVE POWER
WITH		8,262,500 (See Items 2 and 5)

11 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING
PERSON 8,262,500 (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)

8.8% (See Items 2 and 5)

14 TYPE OF REPORTING PERSON* IN

*SEE INSTRUCTION BEFORE FILLING OUT!

Item 1. Security and Issuer

The class of equity securities to which this Statement relates is the Common Stock (the "Common Stock ") of The Dial Corp, a Delaware corporation (the "Issuer"). The Issuer's principal executive offices are located at Dial Tower, Dial Corporate Center, Phoenix, AZ 85077.

Item 2. Identity and Background

(a-c) This Statement is being filed by Heine Securities Corporation "HSC"), a Delaware corporation, whose principal and executive offices are located at 51 John F. Kennedy Parkway, Short Hills, New Jersey 07078. HSC is an investment adviser registered with the U.S. Securities and Exchange Commission ("SEC") under the Investment Advisers Act of 1940, as amended. One or more of HSC's advisory clients is the beneficial owner of the securities covered by this statement. Pursuant to investment advisory agreements with each of its advisory clients, HSC has sole investment discretion and voting authority with respect to such securities.

This Statement is also being filed by Michael F. Price. Michael F. Price is President of HSC, in which capacity he exercises voting control and dispositive power over the securities reported herein by HSC. Mr. Price, therefore, may be deemed to have indirect beneficial ownership over such securities. Neither Mr. Price nor HSC has any interest in dividends or proceeds from the sale of such securities, owns any shares for their own account and disclaims beneficial ownership of all securities reported herein.

The name, residence or business address, and the principal occupation or employment and the name, principal business and address of any corporation or other organization in which such employment is conducted, of each executive officer and director and each controlling person, if any, of HSC is set forth in Exhibit A hereto.

(d-e) During the last five years, neither HSC nor, to the best of HSC's knowledge, any person listed in Exhibit A attached hereto (i) has been convicted in a criminal proceeding (excluding traffic violations or similar misdemeanors) or (ii) has been a party to a civil proceeding of a judicial or administrative body of competent jurisdiction and as a result of such proceeding was or is subject to, a judgment, decree or final order enjoining future violations of, or prohibiting or mandating activities subject to, federal or state securities laws or finding any violation with respect to such laws.

(f) To the best of HSC's knowledge, each of the individuals listed on Exhibit A attached hereto is a citizen of the United States.

Item 3. Source and Amount of Funds or Other Consideration

The securities reported herein were acquired with funds of approximately \$238,907,967 (including brokerage commissions). All such funds were provided from working capital of HSC's respective advisory clients.

Item 4. Purpose of Transaction

HSC's advisory clients have owned securities of the Issuer at various times since prior to November 1991. The securities covered by this Statement were acquired by HSC's advisory clients for the purpose of investment.

In the future, HSC may decide to purchase on behalf of its advisory clients additional shares of the Common Stock or other securities of the Issuer. In addition, HSC may cause its advisory clients to dispose of any or all securities of the Issuer in any manner permitted by applicable securities laws.

Consistent with the above, HSC has communicated with the Issuer's management and intends to do so in the future. In addition, HSC's advisory clients reserve the right to exercise any and all of their respective rights as a stockholder of the Issuer in a manner consistent with their equity interests.

Neither HSC nor, to the best of HSC's knowledge, any executive officer or director of HSC, has any present plans or intentions which would result in or relate to any of the transactions described in subparagraphs (a) through (j) of Item 4 of Schedule 13D.

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 8,262,500 shares of the Common Stock owned by HSC's advisory clients, representing approximately 8.8% 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) 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.

Item 6. Contracts, Arrangements, Understandings or

Relationships With Respect to Securities of the Issuer. Except as set forth above, neither HSC nor, to the best of HSC's knowledge, any of the persons named in Exhibit A hereto, has any contract, arrangement, understanding or relationship (legal or otherwise) with any person with respect to any securities of the Issuer, including, but not limited to, transfer or voting of any securities, finders' fees, joint ventures, loan or option arrangements, puts or calls, guarantees of profits, division of profits or losses, or the giving or withholding of proxies.

Item 7. Material To Be Filed As Exhibits

Exhibit A	Executive Officers and Directors of HSC
Exhibit B	Summary of Transactions
Exhibit C	Joint Filing Agreement

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: January 17, 1996

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

/s/ Michael F. Price

EXHIBIT A

**EXECUTIVE OFFICERS AND DIRECTORS
OF HEINE SECURITIES CORPORATION**

Name/Title/ Citizenship	Principal Occupation	Business Address
Michael F. Price President/Director Hills, NJ (U.S.) 07078	President and Director, Fund Inc.	51 J.F.K. Pkwy Short Mutual Series
Edward J. Bradley Treasurer and CFO	CFO and Treasurer, Mutual Series	51 J.F.K. Pkwy Short Hills, NJ

(U.S.) Fund Inc. 07078

Elizabeth N. Cohernour Sec'y/Gen. Counsel, 51 J.F.K. Pkwy Secretary Mutual Series Short Hills, NJ (U.S.) Mutual Series 07078

EXHIBIT B**SUMMARY OF TRANSACTIONS****STOCK PURCHASES WITHIN THE LAST SIXTY DAYS:**

Date	Share Amount	Price
1/17/96	2.6250*	15,000
1/17/96	32.0000	50,000
1/17/96	31.2500	12,900
1/17/96	31.8159	421,700
1/17/96	32.0000	47,900
1/17/96	32.4733	162,600
1/17/96	31.6730	157,300
1/17/96	31.1250	35,000
1/16/96	30.9944	125,700
1/16/96	31.2500	47,500
1/16/96	31.0105	1,196,100
1/16/96	30.5000	49,100
1/16/96	30.4607	35,000
1/16/96	30.8311	600,000
1/15/96	29.6865	174,300
1/15/96	29.8472	45,000
1/15/96	29.9527	338,00
1/15/96	30.7802	350,000
1/15/96	29.1391	289,400
1/11/96	27.6250	25,000
1/11/96	28.0000	210,000
1/11/96	28.5317	140,600
1/10/96	27.2528	88,000
1/10/96	27.7500	100,000
1/10/96	28.0014	35,200
1/9/96	27.7000	100,000
1/9/96	27.8217	105,100
1/5/96	28.3146	86,700
1/5/96	28.0000	26,000
1/5/96		27.7500
100,000		
1/4/96		28.8472
83,600		
1/4/96		28.7500
143,300		
12/28/95	29.5000	20,700
12/27/95	29.6250	255,200
12/22/95	29.2500	75,000
12/21/95	29.1875	50,000
12/21/95	28.9933	169,000
12/21/95	29.1830	78,600
12/20/95	29.1759	27,000
12/20/95	28.9746	345,000
12/20/95	28.7651	61,200
12/20/95	28.9304	87,500
12/19/95	29.6733	408,500
TOTAL:		6,669,500

* Sale of Jan puts

STOCK SALES WITHIN THE LAST SIXTY DAYS:

Date	Share Amount	Price
12/08/95	50,000	\$28.000
12/11/95	15,000	\$28.500
12/15/95	10,000	\$28.500
TOTAL:	75,000	

EXHIBIT C

JOINT FILING AGREEMENT

In accordance with Rule 13d-1(f) under the Securities Exchange Act of 1934, as amended, the undersigned hereby agree to the joint filing with each other of the attached statement on Schedule 13D and to all amendments to such statement and that such statement and all amendments to such statement is made on behalf of each of them.

IN WITNESS WHEREOF, the undersigned hereby execute this agreement on January 17, 1996.

HEINE SECURITIES CORPORATION

By: _____
Michael F. Price,
President

MICHAEL F. PRICE

End of Filing

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