

Jastrem John F
 Form 3
 October 25, 2006

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,
 Section 17(a) of the Public Utility Holding Company Act of 1935 or Section
 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *			2. Date of Event Requiring Statement	3. Issuer Name and Ticker or Trading Symbol
Jastrem John F			(Month/Day/Year)	VIAD CORP [VVI]
(Last)	(First)	(Middle)	10/23/2006	
EXHIBITGROUP/GILTSPUR, 200				4. Relationship of Reporting Person(s) to Issuer
NORTH GARY AVENUE				5. If Amendment, Date Original Filed(Month/Day/Year)
(Street)				
ROSELLE, IL 60172				
(City)	(State)	(Zip)		

(Check all applicable)

___ Director	___ 10% Owner	6. Individual or Joint/Group Filing(Check Applicable Line)
<u> X </u> Officer	___ Other	<u> X </u> Form filed by One Reporting Person
(give title below) (specify below)		___ Form filed by More than One Reporting Person
President & CEO / Exhibitgroup/Giltspur		

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

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Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect (I)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	

