

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

SCHEDULE 13G

Under the Securities Exchange Act of 1934

(Amendment No.) *

PIA MERCHANDISING SERVICES, INC.
(Name of Issuer)

COMMON STOCK
(Title of Class of Securities)

693360109
(CUSIP Number)

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).

*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).

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

HEARTLAND ADVISORS, INC.

#39-1078128

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

(a) []
(b) []

3. SEC USE ONLY

4. CITIZENSHIP OR PLACE OF ORGANIZATION

WISCONSIN, U.S.A.

	5. SOLE VOTING POWER	626,500
NUMBER OF		
SHARES BENEFICIALLY	6. SHARED VOTING POWER	
OWNED BY		None
EACH	7. SOLE DISPOSITIVE POWER	856,500
REPORTING		
PERSON	8. SHARED DISPOSITIVE POWER	None
WITH		

9. AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

856,500

10. CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES*

11. PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

14.5%

12. TYPE OF REPORTING PERSON*

IA

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Item 1.

(a) Name of Issuer: PIA Merchandising Services, Inc.

(b) Address of Issuer's Principal Executive Offices:
19900 MacArthur Blvd., Suite 900
Irvine, CA 92715

Item 2.

(a) Name of Person Filing: Heartland Advisors, Inc.

(b) Address of Principal Business Office:
Heartland Advisors, Inc.
790 North Milwaukee Street
Milwaukee, WI 53202

(c) Citizenship: Heartland Advisors is a Wisconsin corporation.

(d) Title of Class of Securities: Common Stock

(e) CUSIP Number: 693360109

Item 3. If this statement is filed pursuant to Rule 13d-1(b),
or 13d-2(b), check whether the person filing is a:

(a) _____ Broker or Dealer registered under Section 15 of
the Act.

(b) _____ Bank as defined in Section 3(a)(6) of
the Act.

- (c) _____ Insurance company as defined in Section 3(a) (19) of the Act.
- (d) _____ Investment company registered under Section 8 of the Investment Company Act of 1940.
- (e) ___X_ Investment adviser registered under Section 203 of the Investment Advisers Act of 1940.
- (f) _____ Employee Benefit Plan, Pension Fund which is subject to the provisions of the Employee Retirement Income Security Act of 1974 or Endowment Fund; see Sec 240.13d-1(b) (1) (ii) (F).

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- (g) _____ Parent Holding Company, in accordance with Sec 240.13d-1(b) (ii) (G) (Note: See Item 1).
- (h) _____ Group, in accordance with Sec 240.13d-1(b) (1) (ii) (H).

Item 4. Ownership.

(a) Amount beneficially owned:
856,500 shares may be deemed beneficially owned within the meaning of Rule 13d-3 of the Securities Exchange Act of 1934 by Heartland Advisors, Inc.

(b) Percent of Class:
14.5%

(c) For information on voting and dispositive power with respect to the above listed shares, see Items 5-8 of the Cover Page.

Item 5. Ownership of Five Percent or Less of a Class.

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following:[]

Item 6. Ownership of more than Five Percent on Behalf of Another Person.

The shares of common stock to which this Schedule relates are held in investment advisory accounts of Heartland Advisors, Inc. As a result, various persons have the right to receive or the power to direct the receipt of dividends from, or the proceeds from the sale of, the securities. The interests of one such account, Heartland Small Cap Contrarian Fund, a series of Heartland Group, Inc., a registered investment company, relates to more than 5% of the class.

Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on By the Parent Holding Company.

Not Applicable.

Item 8. Identification and Classification of Members of the Group.

Not Applicable.

Item 9. Notice of Dissolution of Group.

Not Applicable.

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Item 10. Certification.

By signing below, I certify that, to the best of my knowledge and belief, the securities referred to above were acquired in the ordinary course of business and were not acquired for the purpose of and do not have the effect of changing or influencing the control of the issuer of such securities and were not acquired in connection with or as a participant in any transaction having such purposes or effect.

SIGNATURE

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 8, 1997

HEARTLAND ADVISORS, INC.

By: PATRICK J. RETZER
Patrick J. Retzer
Senior Vice President/Treasurer