

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

OMB APPROVAL

OMB NUMBER 3235-0145
EXPIRES: DECEMBER 31, 1997
ESTIMATED AVERAGE BURDEN
HOURS PER FORM.....14.90

SCHEDULE 13G

Under the Securities Exchange Act of 1934
(Amendment No. _____)*

PIA Merchandising Services, Inc.

(Name of Issuer)

COMMON STOCK, \$.01 par value

(Title of Class of Securities)

693360 10 9

(CUSIP Number)

Check the following box if a fee is being paid with the statement . (A fee is not required only if the reporting 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 disclosures provided in a prior cover page.

The information required on 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).

Page 1 of 12 pages

CUSIP NO. 693360 10 9

SCHEDULE 13G

PAGE 2 OF 12 PAGES

NAME OF REPORTING PERSON

1 S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

RVM/PIA, a California limited partnership

CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP*

2

(a)

(b)

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION
California

5 SOLE VOTING POWER
NUMBER OF -0-
SHARES

6 SHARED VOTING POWER
BENEFICIALLY 1,637,151
OWNED BY

7 SOLE DISPOSITIVE POWER
EACH -0-
REPORTING PERSON

8 SHARED DISPOSITIVE POWER
WITH 1,637,151

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON
1,637,151

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

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9
27.8%

12 TYPE OF REPORTING PERSON*
PN

*SEE INSTRUCTIONS BEFORE FILLING OUT!

1 NAME OF REPORTING PERSON
S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON
Riordan, Lewis & Haden

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP*
(a) [X]
(b) []

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION
California

5 SOLE VOTING POWER
NUMBER OF -0-
SHARES

6 SHARED VOTING POWER
BENEFICIALLY 1,637,151
OWNED BY

7 SOLE DISPOSITIVE POWER
EACH -0-
REPORTING PERSON

8 SHARED DISPOSITIVE POWER
WITH 1,637,151

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON
1,637,151

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

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9
27.8%

12 TYPE OF REPORTING PERSON*
PN

*SEE INSTRUCTIONS BEFORE FILLING OUT!

CUSIP NO. 693360 10 9 SCHEDULE 13G PAGE 4 OF 12 PAGES

1 NAME OF REPORTING PERSON
S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON
J. Christopher Lewis

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP*
(a) [X]
(b) []

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION
United States

		SOLE VOTING POWER
NUMBER OF	5	2,500
SHARES		-----
		SHARED VOTING POWER
BENEFICIALLY	6	1,637,151
OWNED BY		-----
		SOLE DISPOSITIVE POWER
EACH	7	2,500
REPORTING		-----
PERSON		SHARED DISPOSITIVE POWER
WITH	8	1,637,151

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON
1,639,651

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

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9
27.8%

12 TYPE OF REPORTING PERSON*
IN

*SEE INSTRUCTIONS BEFORE FILLING OUT!

----- CUSIP NO. 693360 10 9 SCHEDULE 13G PAGE 5 OF 12 PAGES -----

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

Patrick C. Haden

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP*
(a)
(b)

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

United States

		SOLE VOTING POWER
NUMBER OF	5	2,500

SHARES	-----	
		SHARED VOTING POWER
BENEFICIALLY	6	1,637,151
OWNED BY		-----
EACH	7	SOLE DISPOSITIVE POWER
REPORTING		2,500
PERSON		-----
WITH	8	SHARED DISPOSITIVE POWER
		1,637,151

9		AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON
		1,639,651

10		CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES* <input type="checkbox"/>

11		PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9
		27.8%

12		TYPE OF REPORTING PERSON*
		IN

*SEE INSTRUCTIONS BEFORE FILLING OUT!

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ITEM 1.

(a) NAME OF ISSUER

PIA Merchandising Services, Inc.

(b) ADDRESS OF ISSUER'S PRINCIPAL EXECUTIVE OFFICES

19900 MacArthur Boulevard, Suite 900
Newport Beach, California 92718

ITEM 2.

(a) NAME OF PERSON FILING

The persons filing this Schedule 13G are RVM/PIA, a California limited partnership, Riordan, Lewis & Haden, J. Christopher Lewis and Patrick C. Haden (collectively, the "Filing Persons").

(b) ADDRESS OF PRINCIPAL BUSINESS OFFICE OR, IF NONE, RESIDENCE

19900 MacArthur Boulevard, Suite 900
Newport Beach, California 92718

(c) CITIZENSHIP

The responses of the Filing Persons to Item 4 of the cover pages to this Schedule 13G that relate to the citizenships or places of organization of such persons are herein incorporated by reference.

(d) TITLE OF CLASS OF SECURITIES

This filing is made in regard to Common Stock, \$.01 par value per share, of PIA Merchandising Services, Inc. (the "Common Stock").

(e) CUSIP NUMBER

693360 10 9

ITEM 3. IF THIS STATEMENT IS FILED PURSUANT TO RULES 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,
- (e) Investment Adviser registered under Section 203 of the Investment Advisers Act of 1940,

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- (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 13d-1(b)(1)(ii)(F),
- (g) Parent Holding Company, in accordance with Rule 13d-1(b)(ii)(G); see Item 7,
- (h) Group, in accordance with Rule 13d-1(b)(1)(ii)(H).

ITEM 4. OWNERSHIP

(a) AMOUNT BENEFICIALLY OWNED:

The responses of the Filing Persons to Item 9 of the cover pages that relate to the aggregate amount beneficially owned by each Filing Person are herein incorporated by reference.

(b) PERCENT OF CLASS:

The percentage of Common Stock beneficially owned by the Filing Persons is 27.8%

(c) NUMBER OF SHARES AS TO WHICH SUCH PERSON HAS:

The responses of the Filing Persons to Items 5 through 8 of the cover pages that relate to the number of shares beneficially owned by each Filing Person are herein incorporated by reference.

(i) SOLE POWER TO VOTE OR TO DIRECT THE VOTE:

(ii) SHARED POWER TO VOTE OR TO DIRECT THE VOTE:

(iii) SOLE POWER TO DISPOSE OR TO DIRECT THE DISPOSITION OF:

(iv) SHARED POWER TO DISPOSE OR TO DIRECT THE DISPOSITION OF:

ITEM 5. OWNERSHIP OF FIVE PERCENT OR LESS OF A CLASS

Not Applicable.

ITEM 6. OWNERSHIP OF MORE THAN FIVE PERCENT ON BEHALF OF ANOTHER PERSON

Not Applicable.

ITEM 7. IDENTIFICATION AND CLASSIFICATION OF THE SUBSIDIARY WHICH ACQUIRED THE SECURITY BEING REPORTED ON BY THE PARENT HOLDING COMPANY

Not Applicable.

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ITEM 8. IDENTIFICATION AND CLASSIFICATION OF MEMBERS OF THE GROUP

The Filing Persons have filed this Schedule 13G as a group pursuant to Rule 13d-1(f). The identity of each member of the group is stated in Exhibit 1 attached hereto. The Filing Persons entered into a Joint Reporting Agreement dated February 13, 1997, pursuant to which they agreed to file one joint statement on behalf of all of them with respect to the subject matter of this Schedule 13G.

ITEM 9. NOTICE OF DISSOLUTION OF GROUP

Not Applicable.

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.

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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.

Dated: February 13, 1997

RVM/PIA,
a California limited partnership

By: Riordan Lewis & Haden
Its: General Partner

By: /s/ J. Christopher Lewis

J. Christopher Lewis
General Partner

/s/ J. Christopher Lewis

J. Christopher Lewis

/s/ Patrick C. Haden

Patrick C. Haden

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EXHIBIT INDEX

Exhibit Number -----	Description -----	Sequentially Numbered Page -----
1	Identification of Members of the Group	1
2	Joint Reporting Agreement dated February 13, 1997.	2

EXHIBIT 1

Identification of Members of the Group

- 1. RVM/PIA, a California limited partnership
- 2. Riordan, Lewis & Haden
- 3. J. Christopher Lewis
- 4. Patrick C. Haden

EXHIBIT 2

Joint Reporting Agreement

In consideration of the mutual covenants herein contained, each of the parties hereto represents to and agrees with the other party as follows:

1. Such party is eligible to file a statement or statements on Schedule 13G pertaining to the Common Stock, no par value, of Data Processing Resources Corporation, to which this agreement is an exhibit, for filing of the information contained herein.

2. Such party is responsible for timely filing of such statement and any amendments thereto and for the completeness and accuracy of the information concerning such party contained therein, provided that no such party is responsible for the completeness or accuracy of the information concerning any other party making the filing, unless such party knows or has reason to believe that such information is inaccurate.

3. Such party agrees that such statement is filed by and on behalf of such party and that any amendment thereto will be filed on behalf of each such party.

Dated: February 13, 1997

RVM/PIA,
a California limited partnership

By: Riordan Lewis & Haden
Its: General Partner

By: /s/ J. Christopher Lewis

J. Christopher Lewis
General Partner

/s/ J. Christopher Lewis

J. Christopher Lewis

/s/ Patrick C. Haden

Patrick C. Haden