

CITIZENSHIP OR PLACE OF ORGANIZATION

4 WISCONSIN, U.S.A.

| | | |
|--------------|---|--------------------------|
| | | SOLE VOTING POWER |
| NUMBER OF | 5 | |
| SHARES | | 999,200 |
| BENEFICIALLY | 6 | SHARED VOTING POWER |
| OWNED BY | | None |
| EACH | 7 | SOLE DISPOSITIVE POWER |
| REPORTING | | |
| PERSON | | 1,124,200 |
| WITH | 8 | SHARED DISPOSITIVE POWER |
| | | None |

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON
1,124,200

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

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)
20.8%

12 TYPE OF REPORTING PERSON*
IA

CUSIP NUMBER 693360109

Page 3 Of 5 Pages

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 92612

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) 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).
- (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:

1,124,200 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:

20.8%
- (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 Value 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.

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: February 2, 1998

HEARTLAND ADVISORS, INC.

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