

SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

Form 8-K

Current Report Pursuant to Section 13 or 15(d) of
The Securities Act of 1934

Date of Report (Date of earliest event reported) January 1, 1998

PIA Merchandising Services, Inc.

(Exact name of registrant as specified in its charter)

Delaware

0-27824

33-0684451

(State or other
jurisdiction
of incorporation)

(Commission
File Number)

(I.R.S. Employer
Identification No.)

19900 MacArthur Boulevard, Suite 900, Irvine, California 92718

(Address of principal executive offices)

(Zip Code)

Registrant's telephone number, including area code (714) 476-2200

Not applicable

(Former name or former address, if changed since last report.)

ITEM 8. CHANGE IN FISCAL YEAR.

Effective January 1, 1998, the Registrant changed its accounting period for financial statement purposes from a calendar year to a 52/53 week fiscal year. Beginning with fiscal year 1998, the Registrant's fiscal year will end on the Friday closest to December 31. Interim fiscal quarters will end on the Friday closest to the calendar quarter end.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: May 11, 1998

PIA MERCHANDISING SERVICES, INC.

By: /s/ David J. Faulds

David J. Faulds
Vice President
Corporate Controller