

SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

SCHEDULE 13G

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

PIA MERCHANDISING

(Name of Issuer)

COMMON STOCK

(Title of Class of Securities)

693360100

(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).

CUSIP No. 693360100

13G

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

HUGHES INVESTMENT MANAGEMENT COMPANY on EIN 953371124
behalf of the Hughes Retirement Plans Trust

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

(a) []
(b) []

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

CALIFORNIA

NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH

5	SOLE VOTING POWER	0
6	SHARED VOTING POWER	300,000
7	SOLE DISPOSITIVE POWER	0
8	SHARED DISPOSITIVE POWER	300,000

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON
300,000

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

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)
5.815%

12 TYPE OF REPORTING PERSON*
EP

*SEE INSTRUCTIONS BEFORE FILLING OUT

CUSIP No. 693360100

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

HUGHES ELECTRONICS CORPORATION EIN 951778500

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

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION
DELAWARE

NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH

5	SOLE VOTING POWER	0
6	SHARED VOTING POWER	300,000
7	SOLE DISPOSITIVE POWER	0
8	SHARED DISPOSITIVE POWER	

300,000

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

300,000

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

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

5.815%

12 TYPE OF REPORTING PERSON*

HC

*SEE INSTRUCTIONS BEFORE FILLING OUT

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Item 1. (a) Name of Issuer: PIA Merchandising

(b) Address of Issuer's Principal Executive Offices:

19900 Macarthur Blvd.
Suite 900
Irvine, CA 92715

Item 2. (a) Name of Person Filing:

Hughes Investment Management Company on behalf of the
Hughes Retirement
Plans Trust

Hughes Electronics Corporation

(b) Address of Principal Business Office:

7200 Hughes Terrace
Los Angeles, California 90045-0066

(c) Citizenship: N/A

(d) Title of Class of Securities: Common

(e) CUSIP Number: 693360100

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) Hughes Investment Management Company on behalf of the
Hughes Retirement Plans Trust is filing as an
Employee Benefit Plan, Pension Fund which is subject
to the provisions of the Employee Retirement Income
Security Act of 1974.

(b) Hughes Electronics Corporation is filing as a Parent
Holding Company.

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Item 4. Ownership.

If the percent of class owned, as of December 31 of the year covered by the statement, or as of the last day of any month described in Rule 13d-1(b)(2), if applicable, exceeds five percent, provide the following information as of that date and identify those shares which there is a right to acquire:

(a)	Amount Beneficially Owned:	300,000
(b)	Percent of Class	5.815%
(c)	Number of shares as to which such person has:	
	(i) sole power to vote or to direct the vote	0
	(ii) shared power to vote or to direct the vote	300,000
	(iii) sole power to dispose or to direct the disposition of	0
	(iv) shared power to dispose or to direct the disposition of	300,000

Item 5. Ownership of Five Percent or Less of a Class: N/A

Item 6. Ownership of More Than Five Percent on Behalf of Another Person.

Hughes Investment Management Company on behalf of the Hughes Retirement Plans Trust

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

Hughes Investment Management Company

Item 8. Identification and Classification of Members of the Group. N/A

Item 9. Notice of Dissolution of Group. N/A

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 purpose 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.

Date: February 7, 1997

HUGHES INVESTMENT MANAGEMENT COMPANY
on behalf of the Hughes Retirement
Plans Trust and Hughes Electronics
Corporation 1/

By /s/ John F. Cooke

John F. Cooke
Its President

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1/ Pursuant to the Joint Filing Agreement by and between Hughes Investment Management Company and Hughes Electronics Corporation attached hereto as Exhibit 1, this Schedule 13G is being filed on behalf of each of the parties to such Joint Filing Agreement.

EXHIBIT 1
JOINT FILING AGREEMENT

This will confirm the agreement by and between all the undersigned that the Schedule 13G filed on or about this date with respect to the beneficial ownership by the undersigned of shares of common stock of PIA Merchandising is being, and any and all amendments thereto may be, filed on behalf of the undersigned by any one of the undersigned. This Joint Filing Agreement may be executed in two or more counterparts, each of which will be deemed an original, but all of which together shall constitute one and the same instrument.

Dated: February 7, 1997

HUGHES INVESTMENT MANAGEMENT COMPANY
on behalf of the Hughes Retirement
Plans Trust

By /s/ John F. Cooke

John F. Cooke
President

HUGHES ELECTRONICS CORPORATION

By /s/ D. A. McLeod

Its Assistant Treasurer
