

SECURITIES AND EXCHANGE COMMISSION

FORM SC 13G

Schedule filed to report acquisition of beneficial ownership of 5% or more of a class of equity securities by passive investors and certain institutions

Filing Date: **1994-02-10**
SEC Accession No. **0000888002-94-000024**

([HTML Version](#) on secdatabase.com)

SUBJECT COMPANY

VANGUARD CELLULAR SYSTEMS INC

CIK: **771178** | IRS No.: **561490590** | State of Incorporation: **NC** | Fiscal Year End: **1231**
Type: **SC 13G** | Act: **34** | File No.: **005-40010** | Film No.: **94505885**
SIC: **4812** Radiotelephone communications

Business Address
2002 PISGAH CHURCH RD
STE 300
GREENSBORO NC 27455
9192823690

FILED BY

EQUITABLE COMPANIES INCORPORATED

CIK: **888002** | IRS No.: **133623351** | State of Incorporation: **DE** | Fiscal Year End: **1231**
Type: **SC 13G**
SIC: **6311** Life insurance

Business Address
787 SEVENTH AVE
NEW YORK NY 10019
2125541234

SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

SCHEDULE 13G

Information Statement pursuant to Rule 13d-1 and 13d-2

(AMENDMENT NO.)*

VANGUARD CELLULAR SYSTEMS, INC.

(NAME OF ISSUER)

COMMON STOCK CLASS A

(TITLE OF CLASS OF SECURITIES)

922022108

(CUSIP NUMBER)

Check the following box if a fee is being paid with this statement :X:
(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).

(CONTINUED ON FOLLOWING PAGE(S))

|-----| |-----|
|CUSIP NO. 922022108 | 13G | Page 2 of 14 Pages |
|-----| |-----|
|-----|

1	NAME OF REPORTING PERSON	
	AXA Assurances I.A.R.D. Mutuelle	
	S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON	
2	CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP * (A) []	
	(B) [X]	
3	SEC USE ONLY	
4	CITIZENSHIP OR PLACE OF ORGANIZATION	
	France	
	NUMBER OF SHARES BENEFICIALLY OWNED AS OF December 31, 1993 BY EACH REPORTING PERSON WITH	5 SOLE VOTING POWER 1,328,675
		6 SHARED VOTING POWER 0
		7 SOLE DISPOSITIVE POWER 1,357,775
		8 SHARED DISPOSITIVE POWER 7,850
9	AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 1,365,625 (Not to be construed as an admission of beneficial ownership)	
10	CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES * ----- -----	
11	PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9 5.4%	
12	TYPE OF REPORTING PERSON * IC	

* SEE INSTRUCTIONS BEFORE FILLING OUT!

1		NAME OF REPORTING PERSON	
		AXA Assurances Vie Mutuelle	
2		S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON	
3		CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP *	(A) [] (B) [X]
4		SEC USE ONLY	
5		CITIZENSHIP OR PLACE OF ORGANIZATION	
		France	
6		NUMBER OF SHARES BENEFICIALLY OWNED AS OF December 31, 1993	SOLE VOTING POWER 1,328,675
7		BY EACH REPORTING PERSON WITH	SHARED VOTING POWER 0
8			SOLE DISPOSITIVE POWER 1,357,775
9			SHARED DISPOSITIVE POWER 7,850
10		AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON	
		1,365,625	
		(Not to be construed as an admission of beneficial ownership)	
11		CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES *	----- -----
12		PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9	
		5.4%	
13		TYPE OF REPORTING PERSON *	
		IC	

* SEE INSTRUCTIONS BEFORE FILLING OUT!

1 NAME OF REPORTING PERSON

Alpha Assurances I.A.R.D. Mutuelle

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

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

(B) [X]

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

France

NUMBER OF | 5 | SOLE VOTING POWER

SHARES | | 1,328,675

BENEFICIALLY

OWNED | 6 | SHARED VOTING POWER

AS OF | | 0

December 31, 1993

BY EACH | 7 | SOLE DISPOSITIVE POWER

REPORTING | | 1,357,775

PERSON

WITH | 8 | SHARED DISPOSITIVE POWER

7,850

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

1,365,625

(Not to be construed as an admission of beneficial ownership)

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

SHARES *

|-----|

|-----|

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

5.4%

12 TYPE OF REPORTING PERSON *

IC

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1 | NAME OF REPORTING PERSON
| Alpha Assurances Vie Mutuelle
|
| S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON
|

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

3 | SEC USE ONLY
|
|

4 | CITIZENSHIP OR PLACE OF ORGANIZATION
|
France

NUMBER OF	5 SOLE VOTING POWER
SHARES	1,328,675
BENEFICIALLY	-----
OWNED	6 SHARED VOTING POWER
AS OF	0
December 31, 1993	-----
BY EACH	7 SOLE DISPOSITIVE POWER
REPORTING	1,357,775
PERSON	-----
WITH	8 SHARED DISPOSITIVE POWER
	7,850

9 | AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON
| 1,365,625
(Not to be construed as an admission of beneficial ownership)

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

11 | PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9
|
5.4%

12 | TYPE OF REPORTING PERSON *
|
IC

* SEE INSTRUCTIONS BEFORE FILLING OUT!

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1 | NAME OF REPORTING PERSON

| Uni Europe Assurance Mutuelle

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

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

(B) [X]

3 | SEC USE ONLY

4 | CITIZENSHIP OR PLACE OF ORGANIZATION

| France

NUMBER OF | 5 | SOLE VOTING POWER

SHARES | | 1,328,675

BENEFICIALLY

OWNED | 6 | SHARED VOTING POWER

AS OF | | 0

December 31, 1993

BY EACH | 7 | SOLE DISPOSITIVE POWER

REPORTING | | 1,357,775

PERSON

WITH | 8 | SHARED DISPOSITIVE POWER

| | 7,850

9 | AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

1,365,625

(Not to be construed as an admission of beneficial ownership)

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

SHARES * |-----|

|-----|

11 | PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

5.4%

12 | TYPE OF REPORTING PERSON *

* SEE INSTRUCTIONS BEFORE FILLING OUT!

CUSIP NO. 922022108

13G

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1 NAME OF REPORTING PERSON

AXA

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

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

(B) []

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

France

NUMBER OF	5	SOLE VOTING POWER
SHARES		1,328,675
BENEFICIALLY		

OWNED	6	SHARED VOTING POWER
AS OF		0
December 31, 1993		

BY EACH	7	SOLE DISPOSITIVE POWER
REPORTING		1,357,775
PERSON		

WITH	8	SHARED DISPOSITIVE POWER
		7,850

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON
1,365,625

(Not to be construed as an admission of beneficial ownership)

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

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

5.4%

12 | TYPE OF REPORTING PERSON *
| |
| | HC
|-----|

* SEE INSTRUCTIONS BEFORE FILLING OUT!

-----|-----|
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-----|-----|

1 | NAME OF REPORTING PERSON
| THE EQUITABLE COMPANIES INCORPORATED
| |
| S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON
13-3623351

2 | CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP * (A) []
| | (B) []
|-----|

3 | SEC USE ONLY

4 | CITIZENSHIP OR PLACE OF ORGANIZATION
| |
State of Delaware

NUMBER OF	5 SOLE VOTING POWER
SHARES	1,328,675
BENEFICIALLY	-----
OWNED	6 SHARED VOTING POWER
AS OF	0
December 31, 1993	-----
BY EACH	7 SOLE DISPOSITIVE POWER
REPORTING	1,357,775
PERSON	-----
WITH	8 SHARED DISPOSITIVE POWER
	7,850

9 | AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON
| | 1,365,625
|-----|

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

11 | PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9
|-----|

5.4%

12 TYPE OF REPORTING PERSON *

HC

* SEE INSTRUCTIONS BEFORE FILLING OUT!

Item 1(a) Name of Issuer:

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VANGUARD CELLULAR SYSTEMS, INC.

Item 1(b) Address of Issuer's Principal Executive Offices:

2002 Pisgah Church Road
Greensboro, NC 27408

Item 2(a) Name of Person Filing:

Alpha Assurances I.A.R.D. Mutuelle, Alpha Assurances
Vie Mutuelle, AXA Assurances I.A.R.D Mutuelle, AXA Assurances
Vie Mutuelle, and Uni Europe Assurance Mutuelle, as a group
(collectively, the 'Mutuelles AXA')

AXA

The Equitable Companies Incorporated
(the 'Equitable Companies')

Item 2(b) Address of Principal Business Office:

Alpha Assurances I.A.R.D. Mutuelle and
Alpha Assurances Vie Mutuelle
101-100 Terrasse Boieldieu
92042 Paris La Defense France

AXA Assurances I.A.R.D Mutuelle and
AXA Assurances Vie Mutuelle
La Grande Arche
Pardi Nord
92044 Paris La Defense France

Uni Europe Assurance Mutuelle
24 Rue Drouot
75009 Paris France

AXA

23, Avenue Matignon
75008 Paris France

The Equitable Companies Incorporated
787 Seventh Avenue
New York, New York 10019

Item 2(c) Citizenship:

Mutuelles AXA and AXA - France
Equitable Companies - Delaware

Item 2(d) Title of Class of Securities:

Common Stock CLASS A

Item 2(e) CUSIP Number:

922022108

Item 3. Type of Reporting Person:

Equitable Companies as a parent holding company,
in accordance with 240.13d-1 (b) (ii) (G).

The Mutuelles AXA, as a group, acting as a parent
holding company.

<TABLE>

Item 4. Ownership as of December 31, 1993:

(a) Amount Beneficially Owned:

1,365,625 shares of common stock beneficially owned including:

<CAPTION>

	No. of Shares	

<S>	<C>	<C>
The Mutuelles AXA, as a group		0
AXA		0
AXA Entity or Entities: NONE		

acquired solely for investment purposes:		0

(Each of the Mutuelles AXA, as a group, and AXA expressly declares that the filing of this Schedule 13G shall not be construed as an admission that it is, for purposes of Section 13(d) of the Exchange Act, the beneficial owner of any securities covered by this Schedule 13G).

<S>	<C>	<C>	
The Equitable Companies Incorporated Subsidiaries: -----			0
The Equitable Life Assurance Society of the United States acquired solely for investment purposes: Common stock	765,900	765,900	

Alliance Capital Management L.P. acquired solely for investment purposes on behalf of client discretionary investment advisory accounts: Common stock	590,075	590,075	

Donaldson, Lufkin & Jenrette Securities Corporation held for investment purposes: Common stock	9,650	9,650	

Wood, Struthers & Winthrop Management Corp. acquired solely for investment purposes on behalf of client discretionary investment advisory accounts:			0

Total		1,365,625	=====
(Each of the above subsidiaries of The Equitable operates under independent management and makes independent decisions).			
<S>		<C>	
(B) Percent of Class: -----			5.4% =====

</TABLE>

<TABLE>

ITEM 4. Ownership as of December 31, 1993 (CONT.) Page 12 of 14 Pages

(c) Deemed Voting Power and Disposition Power:

<CAPTION>

(i)	(ii)	(iii)	(iv)
Deemed	Deemed	Deemed	Deemed
to have	to have	to have	to have
Sole Power	Shared Power	Sole Power	Shared Power
to Vote	to Vote	to Dispose	to Dispose
or to	or to	or to	or to

	Direct the Vote -----	Direct the Vote -----	Direct the Disposition -----	Direct the Disposition -----
<S>	<C>	<C>	<C>	<C>
The Mutuelles AXA, as a group	0	0	0	0
AXA	0	0	0	0
AXA Entity or Entities: -----				
NONE	0	0	0	0
The Equitable Companies Incorporated	0	0	0	0
Subsidiaries: -----				
The Equitable Life Assurance Society of the United States	765,900	0	765,900	0
Alliance Capital Management L.P.	560,975	0	590,075	0
Donaldson, Lufkin & Jenrette Securities Corporation	1,800	0	1,800	7,850
Wood, Struthers & Winthrop Management Corporation	0	0	0	0
TOTAL	1,328,675	0	1,357,775	7,850
	=====	=====	=====	=====

(Each of the above subsidiaries of the Equitable Companies operates under independent management and makes independent voting and investment decisions).

</TABLE>

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. N/A

Item 7.

Identification and Classification of the Subsidiary which Acquired

the Security Being Reporting on by the Parent Holding Company:

This Schedule 13G is being filed by the Mutuelles AXA, as a group, AXA, and Equitable Companies:

() in the Mutuelles AXAs' capacity, as a group, acting as a parent holding company with respect to the holdings of the following AXA entity or entities;

() in AXA's capacity as a parent holding company with respect to the holdings of the following AXA entity or entities:
NONE

(X) IN EQUITABLE COMPANIES capacity as a parent holding company with respect to the holdings of its following subsidiaries:

(X) THE EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES (13-5570651), an insurance company, a broker-dealer registered under Section 15 of the Securities and Exchange Act of 1934 and an investment adviser registered under Section 203 of the Investment Advisers Act of 1940.

(X) ALLIANCE CAPITAL MANAGEMENT L.P. (13-3434400), an investment adviser registered under Section 203 of the Investment Advisers Act of 1940.

(X) DONALDSON, LUFKIN & JENRETTE SECURITIES CORPORATION (13-2741729), a broker-dealer registered under Section 15 of the Securities Exchange Act of 1934 and an investment adviser registered under Section 203 of the Investment Advisers Act of 1940.

() WOOD, STRUTHERS & WINTHROP MANAGEMENT CORP. (13-2774791), an investment adviser registered under Section 203 of the Investment Advisers Act of 1940.

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 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 9, 1994

THE EQUITABLE COMPANIES INCORPORATED*

/s/ Joanne T. Marren

Joanne T. Marren
Vice President

*Pursuant to the Joint Filing Agreement with respect to Schedule 13G attached hereto as Exhibit I, among The Equitable Companies Incorporated, Alpha Assurances I.A.R.D. Mutuelle, Alpha Assurances Vie Mutuelle, AXA Assurances I.A.R.D Mutuelle, AXA Assurances Vie Mutuelle, and Uni Europe Assurance Mutuelle, and AXA, this statement Schedule 13G is filed on behalf of each of them.

JOINT FILING AGREEMENT

Each of the undersigned hereby agrees that the Schedule 13G filed herewith is filed jointly, pursuant to Rule 13d-1(f)(1) of the Securities Exchange Act of 1934, as amended on behalf of each of them.

Dated: February 9, 1994

The Equitable Companies Incorporated

BY: /s/ Joanne T. Marren

Joanne T. Marren
Vice President

AXA Assurances I.A.R.D. Mutuelle; AXA Assurances Vie Mutuelle; Alpha Assurances Vie Mutuelle; Alpha Assurances I.A.R.D. Mutuelle, Uni Assurance Europe Mutuelle, as a group, and AXA

Signed on behalf of each of the above entities

BY: /s/ Joanne T. Marren

Joanne T. Marren
Attorney-in-Fact
(Executed pursuant to Powers of Attorney)