

# 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. **0000888002-94-000006**

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

### SUBJECT COMPANY

#### **CIRCUIT CITY STORES INC**

CIK: **104599** | IRS No.: **540493875** | State of Incorporation: **VA** | Fiscal Year End: **0228**  
Type: **SC 13G** | Act: **34** | File No.: **005-19084** | Film No.: **94505845**  
SIC: **5731** Radio, tv & consumer electronics stores

Mailing Address  
9950 MARYLAND DRIVE  
RICHMOND VA 23233

Business Address  
9950 MAYLAND DR  
RICHMOND VA 23233  
8045274000

### 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. )\*

CIRCUIT CITY STORES, INC.

-----  
(NAME OF ISSUER)

COMMON STOCK

-----  
(TITLE OF CLASS OF SECURITIES)

172737108

-----  
(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. 172737108 | 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 6,044,950 ----- 6   SHARED VOTING POWER 243,000 ----- 7   SOLE DISPOSITIVE POWER 8,369,150 ----- 8   SHARED DISPOSITIVE POWER 1,400
-----		
9	AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON	8,370,550 (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	8.7%
-----		
12	TYPE OF REPORTING PERSON *	IC
-----		

\* SEE INSTRUCTIONS BEFORE FILLING OUT!

1   NAME OF REPORTING PERSON	
AXA 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	6,044,950
BENEFICIALLY	6   SHARED VOTING POWER
OWNED	243,000
AS OF	7   SOLE DISPOSITIVE POWER
December 31, 1993	8,369,150
BY EACH	8   SHARED DISPOSITIVE POWER
REPORTING	1,400
PERSON	
WITH	
9   AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON	
8,370,550	
(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	
8.7%	
12   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 | | 6,044,950

BENEFICIALLY

OWNED | 6 SHARED VOTING POWER

AS OF | | 243,000

December 31, 1993

BY EACH | 7 SOLE DISPOSITIVE POWER

REPORTING | | 8,369,150

PERSON

WITH | 8 SHARED DISPOSITIVE POWER

| | 1,400

## 9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

8,370,550

(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

8.7%

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 SHARES BENEFICIALLY OWNED AS OF December 31, 1993	5   SOLE VOTING POWER 6,044,950
BY EACH REPORTING PERSON WITH	6   SHARED VOTING POWER 243,000
	7   SOLE DISPOSITIVE POWER 8,369,150
	8   SHARED DISPOSITIVE POWER 1,400

9 | AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON  
| 8,370,550  
(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  
|  
8.7%

12 | TYPE OF REPORTING PERSON \*  
|  
IC

\* SEE INSTRUCTIONS BEFORE FILLING OUT!

CUSIP NO. 172737108

13G

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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 | | 6,044,950

BENEFICIALLY

OWNED | 6 | SHARED VOTING POWER

AS OF | | 243,000

December 31, 1993

BY EACH | 7 | SOLE DISPOSITIVE POWER

REPORTING | | 8,369,150

PERSON

WITH | 8 | SHARED DISPOSITIVE POWER

| | 1,400

9 | AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

8,370,550

| (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

8.7%

12 | TYPE OF REPORTING PERSON \*

\* SEE INSTRUCTIONS BEFORE FILLING OUT!

CUSIP NO. 172737108

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 6,044,950

BENEFICIALLY

OWNED 6 SHARED VOTING POWER

AS OF 243,000

December 31, 1993

BY EACH 7 SOLE DISPOSITIVE POWER

REPORTING 8,369,150

PERSON

WITH 8 SHARED DISPOSITIVE POWER

1,400

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

8,370,550

(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

8.7%



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	6,044,950
BENEFICIALLY	-----
OWNED	6   SHARED VOTING POWER
AS OF	243,000
December 31, 1993	-----
BY EACH	7   SOLE DISPOSITIVE POWER
REPORTING	8,369,150
PERSON	-----
WITH	8   SHARED DISPOSITIVE POWER
	1,400

9 | AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON  
| 8,370,550  
|

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

11 | PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

8.7%

12 TYPE OF REPORTING PERSON \*

HC

\* SEE INSTRUCTIONS BEFORE FILLING OUT!

Item 1(a) Name of Issuer:

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-----  
CIRCUIT CITY STORES, INC.

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

-----  
9950 Maryland Dr.  
Richmond, VA 23233

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

Item 2(e) CUSIP Number:

-----  
172737108

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:

-----

8,370,550 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	931,100	931,100	
-----			
Alliance Capital Management L.P. acquired solely for investment purposes on behalf of client discretionary investment advisory accounts: Common stock	7,438,050	7,438,050	
-----			
Donaldson, Lufkin & Jenrette Securities Corporation held for investment purposes: Common stock	1,400	1,400	
-----			
Wood, Struthers & Winthrop Management Corp. acquired solely for investment purposes on behalf of client discretionary investment advisory accounts:			0
			-----
Total		8,370,550	=====
(Each of the above subsidiaries of The Equitable operates under independent management and makes independent decisions).			
<S>		<C>	
(B) Percent of Class: -----		8.7%	=====

</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	Direct	Direct the	Direct the

	the Vote	the Vote	Disposition	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	864,500	66,600	931,100	0
Alliance Capital Management L.P.	5,180,450	176,400	7,363,350	0
Donaldson, Lufkin & Jenrette Securities Corporation	0	0	0	1,400
Wood, Struthers & Winthrop Management Corporation	0	0	0	0
	-----	-----	-----	-----
TOTAL	6,044,950	243,000	8,369,150	1,400
	=====	=====	=====	=====

(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.

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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)