

AS OF	172,600
December 31, 1996	
BY EACH	7 SOLE DISPOSITIVE POWER
REPORTING	5,035,120
PERSON	
WITH	8 SHARED DISPOSITIVE POWER
	0
9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON	
	5,035,120
(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	
	6.8%
12 TYPE OF REPORTING PERSON *	
	IC

* SEE INSTRUCTIONS BEFORE FILLING OUT!

CUSIP NO. 500255104	13G	Page 3 of 14 Pages
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	3,446,260	
BENEFICIALLY	6 SHARED VOTING POWER	
OWNED	172,600	
AS OF		
December 31, 1996		
BY EACH	7 SOLE DISPOSITIVE POWER	
REPORTING	5,035,120	
PERSON		
WITH	8 SHARED DISPOSITIVE POWER	
	0	
9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON		
	5,035,120	
(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		
	6.8%	
12 TYPE OF REPORTING PERSON *		

IC

* SEE INSTRUCTIONS BEFORE FILLING OUT!

CUSIP NO. 500255104		13G	Page 4 of 14 Pages	
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		3,446,260		
BENEFICIALLY				
OWNED		6 SHARED VOTING POWER		
AS OF		172,600		
December 31, 1996				
BY EACH		7 SOLE DISPOSITIVE POWER		
REPORTING		5,035,120		
PERSON				
WITH		8 SHARED DISPOSITIVE POWER		
		0		
9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON				
5,035,120				
(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				
6.8%				
12 TYPE OF REPORTING PERSON *				
IC				

* SEE INSTRUCTIONS BEFORE FILLING OUT!

CUSIP NO. 500255104		13G	Page 5 of 14 Pages	
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, 1996	5 SOLE VOTING POWER 3,446,260 ----- 6 SHARED VOTING POWER 172,600 ----- 7 SOLE DISPOSITIVE POWER 5,035,120 ----- 8 SHARED DISPOSITIVE POWER 0

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON	
5,035,120	
(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	
6.8%	

12 TYPE OF REPORTING PERSON *	
IC	

* SEE INSTRUCTIONS BEFORE FILLING OUT!

-----	-----	-----
CUSIP NO. 500255104	13G	Page 6 of 14 Pages

1 NAME OF REPORTING PERSON		
AXA Courtage Assurance Mutuelle		
(formerly, 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 SHARES BENEFICIALLY OWNED AS OF December 31, 1996	5 SOLE VOTING POWER 3,446,260 ----- 6 SHARED VOTING POWER 172,600 ----- 7 SOLE DISPOSITIVE POWER 5,035,120 ----- 8 SHARED DISPOSITIVE POWER 0	

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON		

	5,035,120	
	(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	
	6.8%	
12	TYPE OF REPORTING PERSON *	
	IC	

* SEE INSTRUCTIONS BEFORE FILLING OUT!

CUSIP NO. 500255104	13G	Page 7 of 14 Pages
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 SHARES BENEFICIALLY OWNED AS OF December 31, 1996	5 SOLE VOTING POWER 3,446,260
	BY EACH REPORTING PERSON	6 SHARED VOTING POWER 172,600
	WITH	7 SOLE DISPOSITIVE POWER 5,035,120
		8 SHARED DISPOSITIVE POWER 0
9	AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON	
	5,035,120	
	(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	
	6.8%	
12	TYPE OF REPORTING PERSON *	
	HC	

* SEE INSTRUCTIONS BEFORE FILLING OUT!

CUSIP NO. 500255104	13G	Page 8 of 14 Pages
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		3,446,260
BENEFICIALLY	-----	
OWNED	6 SHARED VOTING POWER	
AS OF		172,600
December 31, 1996	-----	
BY EACH	7 SOLE DISPOSITIVE POWER	
REPORTING		5,035,120
PERSON	-----	
WITH	8 SHARED DISPOSITIVE POWER	
		0
9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON		
5,035,120		
10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN		
SHARES * -----		

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9		
6.8%		
12 TYPE OF REPORTING PERSON *		
HC		

* SEE INSTRUCTIONS BEFORE FILLING OUT!

Item 1(a) Name of Issuer: Page 9 of 14 Pages

KOHLS CORP

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

N54 W.13600 Woodale Dr.
Menomonee Falls, WI 53051

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 AXA Courtage Assurance Mutuelle, as a group
(collectively, the 'Mutuelles AXA'). AXA Courtage was formerly
known as Uni Europe Assurance Mutuelle.

AXA

The Equitable Companies Incorporated
(the 'Equitable Companies')

(Please contact Patrick Meehan at (212) 641-8234
with any questions.)

Item 2(b) Address of Principal Business Office:

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

AXA Assurances I.A.R.D Mutuelle and
AXA Assurances Vie Mutuelle
21, rue de Chateaudun
75009 Paris France

AXA Courtage Assurance Mutuelle
(formerly, Uni Europe Assurance Mutuelle)
26, rue Louis le Grand
75002 Paris France

AXA
23, avenue Matignon
75008 Paris France

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

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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:

500255104

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.

AXA as a parent holding company.

Page 11 of 14 Pages

Item 4. Ownership as of December 31, 1996:

(a) Amount Beneficially Owned:

5,035,120 shares of common stock beneficially owned including:

	No. of Shares

The Mutuelles AXA, as a group	0
AXA	0
AXA Entity or Entities:	

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).

The Equitable Companies Incorporated Subsidiaries: -----			0
The Equitable Life Assurance Society of the United States acquired solely for investment purposes:			0
Alliance Capital Management L. P., acquired solely for investment purposes on behalf of client discretionary investment advisory accounts:			
Common Stock	5,034,720	5,034,720	

Donaldson, Lufkin & Jenrette Securities Corporation held for investment purposes:			0
Wood, Struthers & Winthrop Management Corp. acquired solely for investment purposes on behalf of client discretionary investment advisory accounts:			
Common Stock	400	400	
	-----	-----	
Total		5,035,120	
		=====	
(Each of the above subsidiaries of The Equitable operates under independent management and makes independent decisions).			
(B) Percent of Class: -----		6.8%	
		=====	

ITEM 4. Ownership as of December 31, 1996 (CONT.) Page 12 of 14 Pages

(c) Deemed Voting Power and Disposition Power:

	(i) Deemed to have Sole Power to Vote or to Direct the Vote	(ii) Deemed to have Shared Power to Vote or to Direct the Vote	(iii) Deemed to have Sole Power to Dispose or to Direct the Disposition	(iv) Deemed to have Shared Power to Dispose or to Direct the Disposition
	-----	-----	-----	-----
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	0	0	0	0
Alliance Capital				

Management L. P.	3,446,260	172,200	5,034,720	0
Donaldson, Lufkin & Jenrette Securities Corporation	0	0	0	0
Wood, Struthers & Winthrop Management Corporation	0	400	400	0
TOTAL	3,446,260	172,600	5,035,120	0

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

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 Equitable Companies; AXA, which beneficially owns a majority interest in Equitable Companies; and the Mutuelles AXA, as a group which beneficially own a majority interest in AXA:

- () 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:
- () 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.
- () 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.
- (X) 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 12, 1997

THE EQUITABLE COMPANIES INCORPORATED*

/s/ Alvin H. Fenichel

Alvin H. Fenichel
Senior Vice President
and Controller

*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 AXA Courtage 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 12, 1997

The Equitable Companies Incorporated

BY: /s/ Alvin H. Fenichel

Alvin H. Fenichel
Senior Vice President
and Controller

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

Signed on behalf of each of the above entities

BY: /s/ Alvin H. Fenichel

Alvin H. Fenichel
Attorney-in-Fact
(Executed pursuant to Powers of Attorney)