

**DOCUMENTATION INFORMATION SHEET: A938**



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Equitable Life Assurance Society of the United States annual calendar

**Physical Details**  
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Robert Rauschenberg papers. Robert Rauschenberg Foundation Archives, New York

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DOCUMENTATION IMAGES: A938 IMAGE 2

The **EQUITABLE** Life Assurance Society of the United States

Home Office: 1285 Avenue of the Americas, New York, N. Y. 10019

*Preserving  
the Past  
for the  
Future*

As the United States enters its third century, we are showing an increasing interest in our past. Some call it nostalgia. While we are enjoying a more mobile and casual lifestyle, we are feeling the need to protect and cherish our heritage as it is embodied in physical things.

Older buildings, neighborhoods and streets are being preserved, because we now know they are integral threads in the unique fabric of sense of place in any community. In this calendar we endeavor to show a potpourri of conservation efforts—homes, gardens, churches, public buildings, streets, art centers — all, we hope, typical of the thousands of preservation efforts being made all over the country.

Third largest life insurer and a leader among financial institutions, The Equitable seeks to invest its life insurance funds soundly and creatively in American communities. Its investment people are mindful of the need to protect, preserve and save our national heritage in its many forms. Illustrative of their efforts to contribute to the cause of preservation are the lovely hacienda (January) and the restored Chattanooga Union

Terminal (August)—both properties in which The Equitable has made substantial investments.

Built shortly after the turn of the century by a French importer, J.J. Nairn, the hacienda is a typical and well-preserved example of Spanish architecture and heritage of the early Southwest. Near Cimarron, New Mexico, on the old Santa Fe Trail, it is located between the old Kit Carson Fort and the Philmont Scout Ranch at the base of the Sangre de Cristo Mountain Range.

Though hundreds of unused railroad stations are facing demolition crews, Chattanooga's Union Terminal has had a happier fate. Built in 1906 and typical of its time, this grand old building was saved from the wrecker through the foresight of local businessmen who have developed it into a hotel, restaurant, and shopping complex. The Equitable is pleased to have participated in financing this effort.

The Equitable is proud to show some of the many ways Americans from coast to coast are saving their past for future generations—an effort to which we feel a deep commitment. We believe the past has a place in our future!



DECEMBER 1978

SUN	MON	TUE	WED	THU	FRI	SAT
<small>NOVEMBER</small> <small>S M T W T F S</small> 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	<small>JANUARY</small> <small>S M T W T F S</small> 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31				1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24 31	25 Christmas- Charukkah (12/25-1/1)	26	27	28	29	30



DOCUMENTATION IMAGES: A938 IMAGE 3

The **EQUITABLE** Life Assurance Society of the United States



A Spanish hacienda built around 1900 on the old Santa Fe Trail near Cimarron, New Mexico.  
Photo by John M. Stebbins

JANUARY 1979

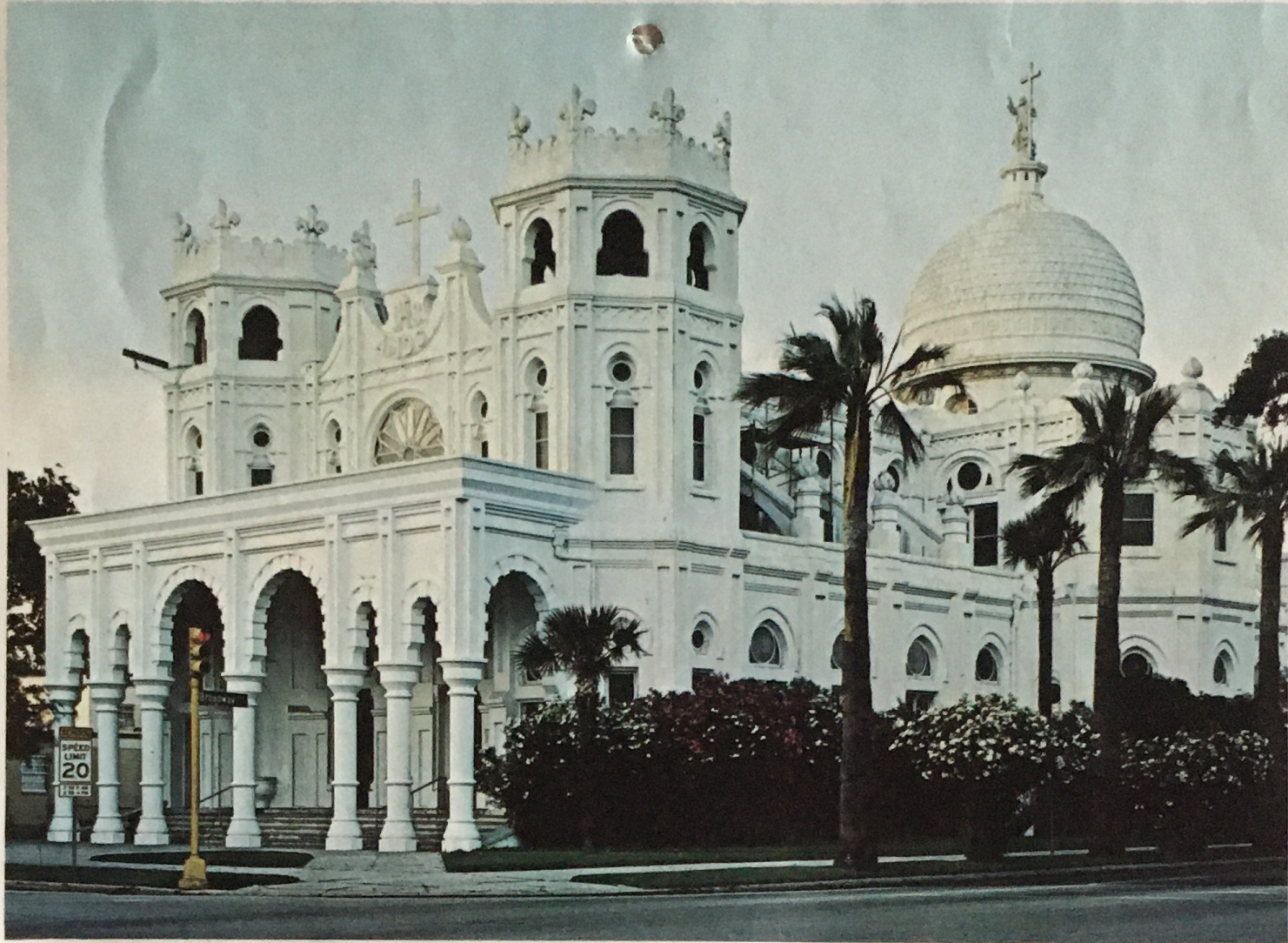
SUN	MON	TUE	WED	THU	FRI	SAT																																																																																				
	1 New Year's Day <u>HAPPY NEW YEAR</u>	2	3	4	5	6																																																																																				
7	8	9 Bob & Bob 5:00 To 8:05 <u>N.Y.C.</u>	10	11	12	13 UMBRELLA SHOW SONPABEND																																																																																				
14	15 Bob & Bob To CAPTIVA 12:45 4:15	16	17	18 MUSEUM DINNER PARTY CHICAGO	19 BOB R. DRAWINGS CHICAGO	20																																																																																				
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28	29	30	31	<p>DECEMBER</p> <table border="1"> <tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr> <tr><td></td><td></td><td></td><td></td><td>1</td><td>2</td><td></td></tr> <tr><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td></tr> <tr><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td></tr> <tr><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr> <tr><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td></tr> </table>		S	M	T	W	T	F	S					1	2		3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	<p>FEBRUARY</p> <table border="1"> <tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr> <tr><td></td><td></td><td></td><td></td><td>1</td><td>2</td><td>3</td></tr> <tr><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td></tr> <tr><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td></tr> <tr><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td></tr> <tr><td>25</td><td>26</td><td>27</td><td>28</td><td></td><td></td><td></td></tr> </table>	S	M	T	W	T	F	S					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28			
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THE **EQUITABLE** LIFE ASSURANCE SOCIETY OF THE UNITED STATES



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THE EQUITABLE Life Assurance Society of the United States



FEBRUARY 1979

Sacred Heart Church in Galveston, Texas, built in 1903 after destruction of the original church in the 1900 hurricane.  
Photo by Ave Bonar  
Reprinted from American Preservation

SUN	MON	TUE	WED	THU	FRI	SAT
<p>JANUARY</p> <p>S M T W T F S</p> <p>1 2 3 4 5 6</p> <p>7 8 9 10 11 12 13</p> <p>14 15 16 17 18 19 20</p> <p>21 22 23 24 25 26 27</p> <p>28 29 30 31</p>	<p>MARCH</p> <p>S M T W T F S</p> <p>1 2 3</p> <p>4 5 6 7 8 9 10</p> <p>11 12 13 14 15 16 17</p> <p>18 19 20 21 22 23 24</p> <p>25 26 27 28 29 30 31</p>			1	2 AKRON SHOW	3
4	5	6	7	8 TRUCK TO LA - SEATTLE	9	10
11 windsurfing Regatta	12 Lincoln's Birthday	13	14	15	16 AGE L.A. SHOW	17
18	19 Washington's Birthday SEATTLE SHOW	20	21	22	23 CORCORAN SHOW	24 MIAMI SHOW
25	26 TOTAL SOLAR ECLIPSE 12:22PM	27	28			



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The EQUITABLE Life Assurance Society of the United States



MARCH 1979

This restored trolley car in Salt Lake City, Utah, is a bank branch office. It is part of an entertainment and shopping complex called Trolley Square that has converted obsolete trolley barns into a masterpiece of preservation.  
Photo by Louis Reens

SUN	MON	TUE	WED	THU	FRI	SAT
<p>FEBRUARY</p> <p>S M T W T F S</p> <p>1 2 3</p> <p>4 5 6 7 8 9 10</p> <p>11 12 13 14 15 16 17</p> <p>18 19 20 21 22 23 24</p> <p>25 26 27 28</p>	<p>APRIL</p> <p>S M T W T F S</p> <p>1 2 3 4 5 6 7</p> <p>8 9 10 11 12 13 14</p> <p>15 16 17 18 19 20 21</p> <p>22 23 24 25 26 27 28</p> <p>29 30</p>			1	2	3
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18	19	20	21	22	23	24
25	26	27	28	29	30	31



DOCUMENTATION IMAGES: A938 IMAGE 6

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APRIL 1979

Williamsburg was Virginia's colonial capital and the political and social center of the South. From a meeting of popular Raleigh's Tavern on Duke of Gloucester Street came the call for the first Continental Congress.

SUN	MON	TUE	WED	THU	FRI	SAT
1 <u>PORTLAND SHOW</u>	2	3	4	5	6	7
8	9	10	11	12 Passover (4/12-4/19)	13 Good Friday	14
15 Easter	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

MARCH							MAY									
S	M	T	W	T	F	S	S	M	T	W	T	F	S			
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11	12	13	14	15	16	17	13	14	15	16	17	18	19			
18	19	20	21	22	23	24	20	21	22	23	24	25	26			
25	26	27	28	29	30	31	27	28	29	30	31					

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The EQUITABLE Life Assurance Society of the United States



Belvedere House in Galena, Illinois — a splendidly preserved example of American Victoriana at its best.

MAY 1979 MINNEAPOLIS  
FAIROAKS  
2335 3RD. AVE. S.  
612-871-2000

SUN	MON	TUE	WED	THU	FRI	SAT
<p>APRIL</p> <p>S M T W T F S</p> <p>1 2 3 4 5 6 7</p> <p>8 9 10 11 12 13 14</p> <p>15 16 17 18 19 20 21</p> <p>22 23 24 25 26 27 28</p> <p>29 30</p>	<p>JUNE</p> <p>S M T W T F S</p> <p>1 2</p> <p>3 4 5 6 7 8 9</p> <p>10 11 12 13 14 15 16</p> <p>17 18 19 20 21 22 23</p> <p>24 25 26 27 28 29 30</p>	1	2	3	4 11:30 Harry Kari 1:00 El Blanco	5
6 Eastern 7AM #130	7	8 Min St Paul Northwest 11AM #21 arrive LA 12:24	9	10 Tamp-Fly #445 arrive 10:24	11 FULL MOON	12 <del>leant</del>
13 Mother's Day	14	15 Robin at Mudd Club NYC	16	17	18	19
20	21	22	23	24	25	26 Pompano Regatta
27	28 Memorial Day	29	30	31		

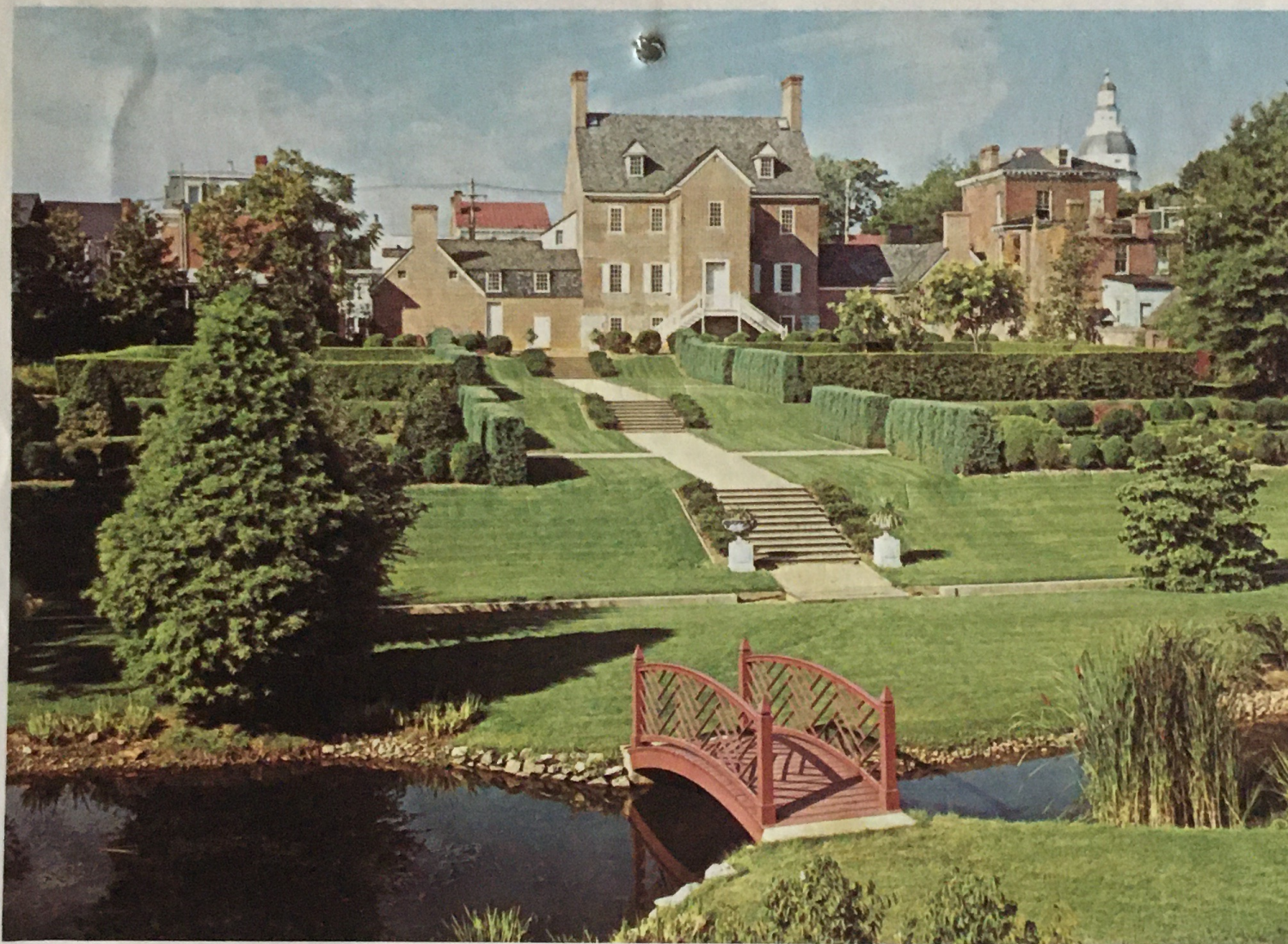
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The EQUITABLE Life Assurance Society of the United States



JUNE 1979

The William Paca House and Gardens in Annapolis, Maryland, was built in 1763. It has been restored by Historic Annapolis, a group of that city's preservation-minded citizens.

Photo by M.E. Warren

SUN	MON	TUE	WED	THU	FRI	SAT
<p>MAY</p> <p>S M T W T F S</p> <p>1 2 3 4 5</p> <p>6 7 8 9 10 11 12</p> <p>13 14 15 16 17 18 19</p> <p>20 21 22 23 24 25 26</p> <p>27 28 29 30 31</p>	<p>JULY</p> <p>S M T W T F S</p> <p>1 2 3 4 5 6 7</p> <p>8 9 10 11 12 13 14</p> <p>15 16 17 18 19 20 21</p> <p>22 23 24 25 26 27 28</p> <p>29 30 31</p>				1	2 BP Sonnabend
3 Mom and Dad to England until 28 <sup>th</sup>	4	5	6	7	8 ICA Event	9 <del>Trisha</del>
10 Windsurfing Fr. Myers Beach	11 Edison Region Car Meeting 8 <sup>00</sup> pm First Fed Savings 1901 College Parkway	12	13 Pizaris 11:30 b:11	14 Army Meeting Pizaris 11:00	15	16
17 Father's Day Turtle Beach windsurfing	18	19 Trisha Brown Marymount Theater NYC	20 Trisha	21 Trisha	22 Trisha	23 Trisha Mom + Dad back from England
24 Video of Trisha	25	26	27	28	29	30 Suzette Windsurfing

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DOCUMENTATION IMAGES: A938 IMAGE 9

The EQUITABLE Life Assurance Society of the United States



JULY 1979

With the greater use of navigational aids, plus the decline in sea travel, lighthouses have been disappearing from our shorelines. This well-preserved example is along the coast of Maine.

SUN	MON	TUE	WED	THU	FRI	SAT																																																																																																			
1 <i>Windsurfing</i>	2	3	4 Independence Day	5	6	7																																																																																																			
8 <i>Windsurfing Clearwater or Palm Beach</i>	9	10	11	12	13	14 <i>District Champion →</i>																																																																																																			
15 <i>Stips Windsurfing Clearwater</i>	16	17	18	19	20	21																																																																																																			
22 <i>Turtle Beach Windsurfing</i>	23	24	25	26 Equitable's 120th Anniversary	27	28																																																																																																			
29	30	31			<table border="1"> <thead> <tr> <th colspan="7">JUNE</th> <th colspan="7">AUGUST</th> </tr> <tr> <th>S</th><th>M</th><th>T</th><th>W</th><th>T</th><th>F</th><th>S</th> <th>S</th><th>M</th><th>T</th><th>W</th><th>T</th><th>F</th><th>S</th> </tr> </thead> <tbody> <tr> <td></td><td></td><td></td><td></td><td>1</td><td>2</td><td></td> <td></td><td></td><td></td><td></td><td>1</td><td>2</td><td>3</td><td>4</td> </tr> <tr> <td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td> <td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td> </tr> <tr> <td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td> <td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td> </tr> <tr> <td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td> <td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td> </tr> <tr> <td>24</td><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td> <td>26</td><td>27</td><td>28</td><td>29</td><td>30</td><td>31</td><td></td> </tr> </tbody> </table>		JUNE							AUGUST							S	M	T	W	T	F	S	S	M	T	W	T	F	S					1	2						1	2	3	4	3	4	5	6	7	8	9	5	6	7	8	9	10	11	10	11	12	13	14	15	16	12	13	14	15	16	17	18	17	18	19	20	21	22	23	19	20	21	22	23	24	25	24	25	26	27	28	29	30	26	27	28	29	30	31	
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THE EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES



DOCUMENTATION IMAGES: A938 IMAGE 10

THE EQUITABLE Life Assurance Society of the United States



AUGUST 1979

Eureka is a Pacific port city in the heart of northern California's redwood country. Its citizens have been responsible for saving and restoring streets and houses in this once flourishing lumber center.

Photo by Lindsay W. Olsen  
Reprinted from American Preservation

SUN	MON	TUE	WED	THU	FRI	SAT
<p>JULY</p> <p>S M T W T F S</p> <p>1 2 3 4 5 6 7</p> <p>8 9 10 11 12 13 14</p> <p>15 16 17 18 19 20 21</p> <p>22 23 24 25 26 27 28</p> <p>29 30 31</p>	<p>SEPTEMBER</p> <p>S M T W T F S</p> <p>1</p> <p>2 3 4 5 6 7 8</p> <p>9 10 11 12 13 14 15</p> <p>16 17 18 19 20 21 22</p> <p>23 24 25 26 27 28 29</p>		1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
→	26	27	28	29	30	31

Windsurfing Campout  
Vanderkirk Beach →

Smitty's  
B-Day

Turtle Beach  
Windsurfing

THE EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES

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DOCUMENTATION IMAGES: A938 IMAGE 11



THE EQUITABLE Life Assurance Society of the United States

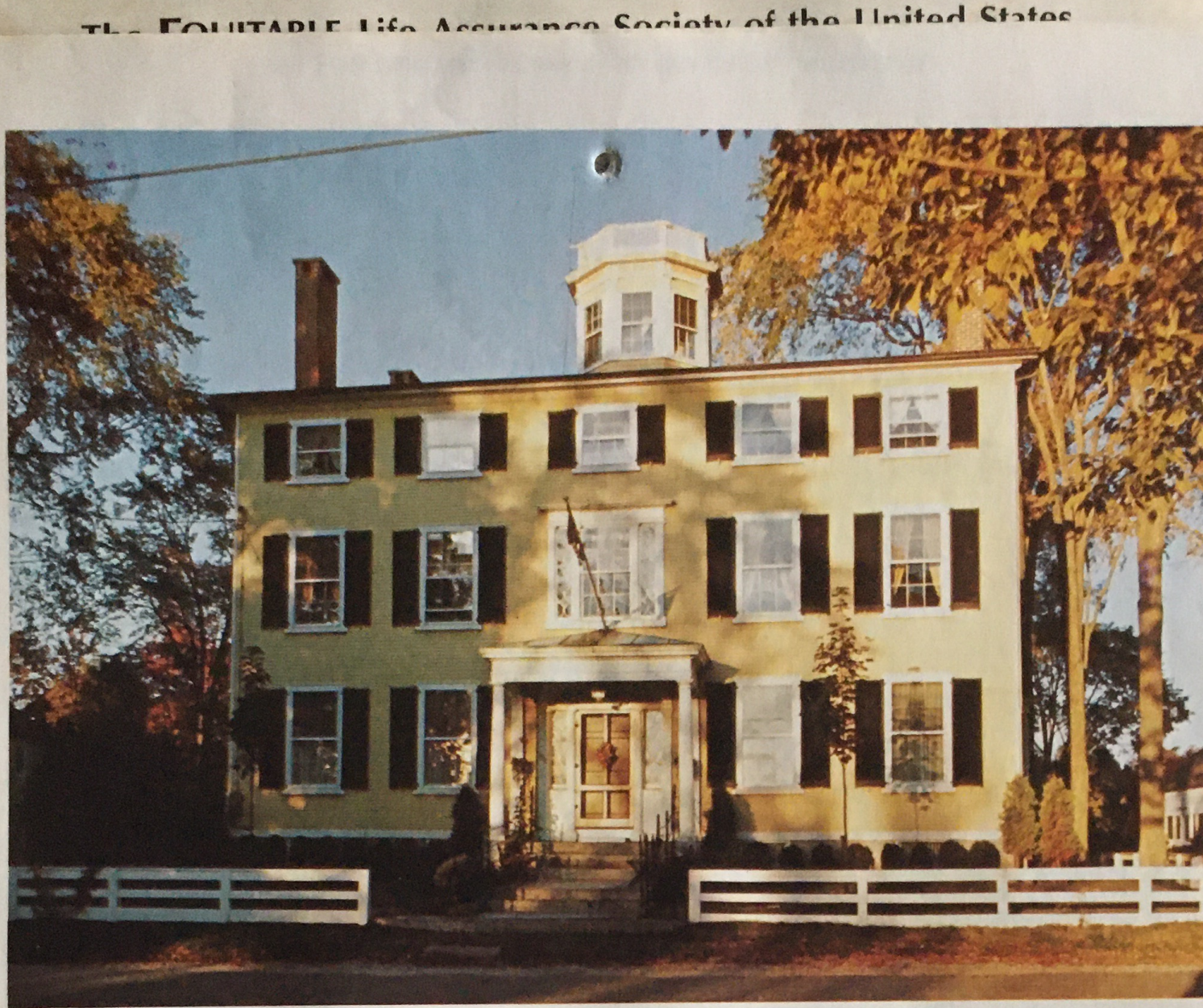
SEPTEMBER 1979

This Beaux Arts-Victorian building, the old Union Terminal in Chattanooga, Tennessee, houses one of the world's largest restaurants. Once abandoned to pigeons, it is now part of a shopping, hotel and entertainment complex called the Chattanooga Choo-Choo.

SUN	MON	TUE	WED	THU	FRI	SAT					
<p>AUGUST</p> <p>S M T W T F S</p> <p>1 2 3 4</p> <p>5 6 7 8 9 10 11</p> <p>12 13 14 15 16 17 18</p> <p>19 20 21 22 23 24 25</p> <p>26 27 28 29 30 31</p>						<p>OCTOBER</p> <p>S M T W T F S</p> <p>1 2 3 4 5 6</p> <p>7 8 9 10 11 12 13</p> <p>14 15 16 17 18 19 20</p> <p>21 22 23 24 25 26 27</p> <p>28 29 30 31</p>					1
2 <i>Du medin Couscous Windsurfing</i>	3 Labor Day	4	5	6 <i>Dr. Pizaris 9 AM</i>	7	8					
9	10	11	12	13	14 <i>Wisdom Teeth (Uppers) out</i>	15					
16 <i>12 Mon Sundae! FT Myers Beach Windsurfing</i>	17	18	19	20	21	22 Rosh Hashanah					
23 30	24	25	26	27	28	29					



DOCUMENTATION IMAGES: A938 IMAGE 12



THE EQUITABLE Life Assurance Society of the United States

OCTOBER 1979

An early and well-preserved example of New England architecture in Kennebunkport, Maine.

Photo by Louis Reens

SUN	MON	TUE	WED	THU	FRI	SAT
	1 Yom Kippur Windsurfing Worlds →	2	3	4	5 Freestyle Finals	6
7	8 Columbus Day	9	10	11	12	13
14	15	16	17	18	19	20
21	22 R.R. DAY	23	24	25	26	27
28	29	30	31			

*Samuelson - Caspary Show approx date*

SEPTEMBER							NOVEMBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
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9	10	11	12	13	14	15	11	12	13	14	15	16	17
16	17	18	19	20	21	22	18	19	20	21	22	23	24
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DOCUMENTATION IMAGES: A938 IMAGE 13

THE EQUITABLE Life Assurance Society of the United States



NOVEMBER 1979

Grand Central Station in New York City was once known as the "Gateway to a Continent." Efforts of prominent citizens are being made to ensure its preservation.

SUN	MON	TUE	WED	THU	FRI	SAT
<p>OCTOBER</p> <p>S M T W T F S</p> <p>1 2 3 4 5 6</p> <p>7 8 9 10 11 12 13</p> <p>14 15 16 17 18 19 20</p> <p>21 22 23 24 25 26 27</p> <p>28 29 30 31</p>	<p>DECEMBER</p> <p>S M T W T F S</p> <p>1</p> <p>2 3 4 5 6 7 8</p> <p>9 10 11 12 13 14 15</p> <p>16 17 18 19 20 21 22</p> <p>23 24 25 26 27 28 29</p>			1	2	3
4	5	6	7	8	9	10
11 <small>Veteran's Day</small>	12	13	14	15	16	17
18	19 <small>Miami Herald</small>	20 <small>Miami Herald</small>	21	22 <small>Thanksgiving Day</small>	23	24
25	26	27	28	29	30	

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DOCUMENTATION IMAGES: A938 IMAGE 14



THE EQUITABLE Life Assurance Society of the United States

Nathaniel Hawthorne's birthplace in Salem, Massachusetts.

DECEMBER 1979

SUN	MON	TUE	WED	THU	FRI	SAT
<small>NOVEMBER</small> <small>S M T W T F S</small> 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	<small>JANUARY</small> <small>S M T W T F S</small> 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31					1
2	3	4	5	6	7	8
9	10	11	12	13	14	15 Chanukkah (12/15-12/22)
16	17	18	19	20	21	22
23 30	24 31	25 Christmas Day	26	27	28	29

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DOCUMENTATION IMAGES: A938 IMAGE 15

