

# TOTEM ANNIHOOTS

SYMBOL of INTEGRITY and ACHIEVEMENT

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AMONG the tribes that dwell on the shores of the Arctic, Annihoots is the "kindly" spirit that counsels his people, speaking by night in portentous signs on the canopy of space. The Totem of Annihoots, revered by the people of the North, exemplifies achievement in the realm of good works.

TOTEM BROADCASTERS, in adopting the Annihoots Totem as their symbol, had in mind first its significance, as applied to good things spoken into ethereal space; secondly, that it represents achievement and integrity—and this is characteristic of the thirteen business concerns of the Pacific Northwest that have organized into TOTEM BROADCASTERS.

Achievement and Integrity—achievement in the business and commercial life of the community; integrity in all relations. May each of the TOTEM BROADCASTERS continue ever to hold to the high ideals exemplified in the symbol adopted. Thus will the people know, as did the tribes of the North, that Totem Annihoots is only to be displayed by the worthy,—those whose achievements and integrity are recognized.

## *Code of Business Ethics Adopted by Totem Broadcasters*

- (1) Totem Broadcasters pledge themselves individually and collectively to adhere to truth in advertising—not only in fact, but in spirit and intent.
- (2) Totem Broadcasters pledge themselves individually and collectively to fair and honest methods of trading and merchandising.
- (3) Totem Broadcasters pledge themselves individually and collectively to place community interest ahead of and before individual or selfish interests.
- (4) Totem Broadcasters pledge themselves individually and collectively to a program of exalted achievement, avoiding the base, the tawdry and the commonplace.

## TOTEM BROADCASTERS

FISHER'S BLEND STATION, Inc.

# K O M O

Seattle, Dec. 14, 1952

Mr. J. W. Brauner  
17 East Spring St.,  
Williamsville, N. Y.

Dear Mr. Brauner:

We are pleased to verify your reception of KOMO's program on Dec. 8, 10:45 PM PST. The details submitted were the broadcast of a Football Rally in our studios for the West Seattle and University of Washington Charity Game. Your details were all correct and very complete for that part of the program. We are pleased to hear from you. Attached is our Proof of Reception Deal.

Yours very truly,  
KOMO

JW