

TOTEM ANNIHOOT

SYMBOL of INTEGRITY and ACCOMPLISHMENT

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AMONG the tribes that dwell on the Arctic, Annihoots is the "Totem" that counsels his people, speaking by ostentatious signs on the canopy of space. Totem of Annihoots, revered by the people of the Northwest, exemplifies achievement in the realm of business and industry.

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

Stuart B. Leland
New Canaan, Connecticut

Seattle, March 29, 1932

Dear Sir:

It is a pleasure for us to verify your report of reception, as follows:—

Friday, March 25, 1932 at 12:23 AM PST.

Thanking you for your report, we are

Very truly yours,
RADIO STATION KOMO

By

K. Jordan

Totem Broadcasters

FISHER'S BLEND STATION, INC.

K O M O

Here are the names of twelve business concerns that have organized into Totem Broadcasters for your entertainment:

ASSOCIATED OIL CO.

CHEASTY'S, INC.

FIRST NATIONAL BANK OF SEATTLE

FISHER'S BLEND STATION, INC.

FISHER FLOURING MILLS CO.

FRYE & CO.

IMPERIAL CANDY CO.

PACIFIC FRUIT AND PRODUCE CO.

PUGET SOUND NAVIGATION CO.

PUGET SOUND POWER AND LIGHT CO.

SCHWABACHER BROS. & CO., INC.

WEST COAST THEATRES, INC.