

The Big Picture – Pictorial Report No. 30

Sergeant Stuart Queen: On 17 August 1955, Executive Order 10631 was signed by President Eisenhower. It was a rather unusual executive order, and states in part, "By virtue of the authority vested in me as President of the United States, and as Commander in Chief of the Armed Forces of the United States, I hereby prescribe the Code of Conduct for Members of the Armed Forces of the United States."

This Code of Conduct, today, is found throughout the world, wherever our armed forces are stationed. The Code is dramatically presented by a series of six posters. How these posters came into being is the first story on *The Big Picture* today.

Narrator: On every bulletin board in every service installation, the serviceman's Code of Conduct. Set into simply and clearly worded articles by order of the President, it serves as both a reminder and a guide, a reminder of how the American under arms has conducted himself in the past when fallen into enemy hands, a guide enabling today's fighting man to live up to the same high principles and devotion to duty should that misfortune be his own lot.

Stressing the importance that Uncle Sam attaches to the Code, your Department of Defense has put into practice an age-old precept: one picture is worth a thousand words. Posters carrying the meaning of an entire paragraph are to punch home the Code's all-important six articles. To create these colorful posters, the services of the entire membership of the Society of American Illustrators have been enlisted...