

The Evolution of the Editorial Without Words

The image of a Shriner carrying the child is embodied in the Shriners Hospitals for Children logo and is prominently featured as a graphic element. This visual identity celebrates the nearly 90-year legacy of helping kids defy the odds with forward-facing, refreshed images, portraying our health care system as a progressive, but still warm and caring, organization.



Shriners Hospitals
for Children™



Known as the “Editorial Without Words,” the universally recognized image of the Shriner and little girl represents the Shriners fraternity’s rich history and tradition, and honors Shriners International’s role in building and supporting Shriners Hospitals for Children as its official philanthropy. What most people don’t know is that the original photograph (right) was taken almost by accident.

The photographer, Randy Dieter, was at the Mesker Amusement Park in Evansville, Ind., for the local temple’s annual outing for children with disabilities. This is what Randy Dieter said about that day: “I was taking shots of the midway and was using my telephoto lens. I saw a local Shriner walking by carrying a little girl in one hand and her crutches in the other. My camera wouldn’t fire; then they were too close for my lens. I ran past them, but the camera jammed. I had to take my last shot as they walked by. It was the end of

the roll. If I had to think about it, I wouldn’t have come up with something like that. Fate guides you.”

Bobbi Jo Wright, a former patient at Shriners Hospitals for Children — St. Louis, was the little girl carried by the Shriner, Al Hortman. Years after the photo was taken, Bobbi Jo said, “It still seems unreal. I have many wonderful memories of the years I was a patient at the St. Louis Shriners Hospital. They greatly improved my ability to walk.”

The “Editorial Without Words” image has been reproduced in various ways, including statues featured prominently outside hospital and temple buildings, as well as the former Shriners Hospitals for Children logo (bottom right).

