

WELCOME  
to REVELATIONS 29

► Welcome, Malo e leilei, Mālo le soifua, Kia ora, and Ni sa bula vinaka to the new year and the March edition of Revelations.

This issue features items on ANZAC day services and parades, Palm Sunday services from Apia, Samoa, photographs from the Self-Denial/ Red Shield Appeal over the years, and a selection of War Cry Easter illustrations.

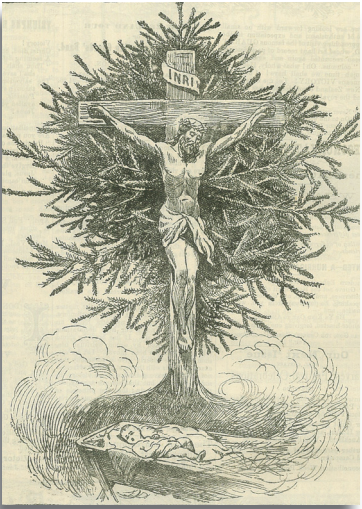
This year we are excited to celebrate the 50th anniversary of The Salvation Army Heritage Centre and Archives. We will take the opportunity to look back on 50 years of archival work and acknowledge those people who have been an important part of making it all possible. Later in the year we look forward to a reunion of former Heritage Centre and Archives staff.

Keep a look out on our Facebook and Instagram pages where we will post highlights from our last 50 years.

We hope that you find this issue of Revelations an enjoyable one and we are excited for the year ahead!

God’s Blessings

Gregory Jennings | Territorial Archivist ◀



The Cross and the manger, War Cry, April 1895, pg3

Print

To print this newsletter please go to our website, <https://archives.salvationarmy.org.nz/our-publications/revelations-newsletter> for instructions. Fold the printed newsletter as shown in the illustration.



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THE SALVATION ARMY HERITAGE CENTRE & ARCHIVES  
TE RUA MAHARA O TE OPE WHAKAORA

MARCH 2025

REVELATIONS

NEWSLETTER OF THE SALVATION ARMY HERITAGE CENTRE & ARCHIVES IN NEW ZEALAND

SAMOA PALM SUNDAY SCENES

Apia Corps Palm Sunday 2019 & 2021

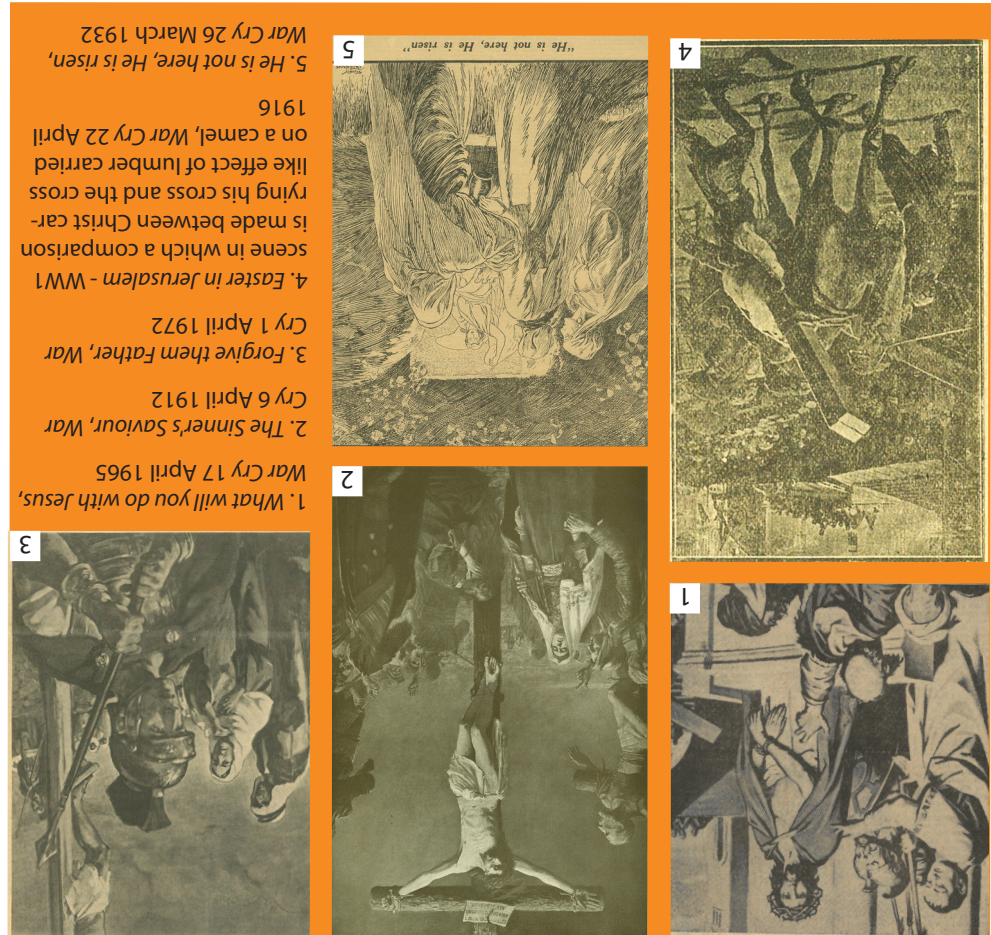
EASTER PRODUCTIONS

Wellington City Corps Easter Production 2000 & 2004

WAR CRY EASTER ILLUSTRATIONS

ANZAC STALWART & PARADES

SELF DENIAL & RED SHIELD APPEAL



WAR CRY EASTER ILLUSTRATIONS



EASTER PRODUCTIONS



SAMOA PALM SUNDAY SCENES



# ANZAC STALWART & PARADES



William Howard Wardle (circle above) 1995

William Howard (Bill) Wardle of Oamaru Corps faithfully played his cornet with The Salvation Army Band at every ANZAC Day Dawn Service for 63 years. Bill was awarded life membership to the Oamaru RSA and his dedicated attendance at parades only ended in 2011 due to ill health.

Bill was born in North Otago in 1931 and began his life on the family farm on the Georgetown Ngapara Road. He was one of five children who attended the local Awamoko School.

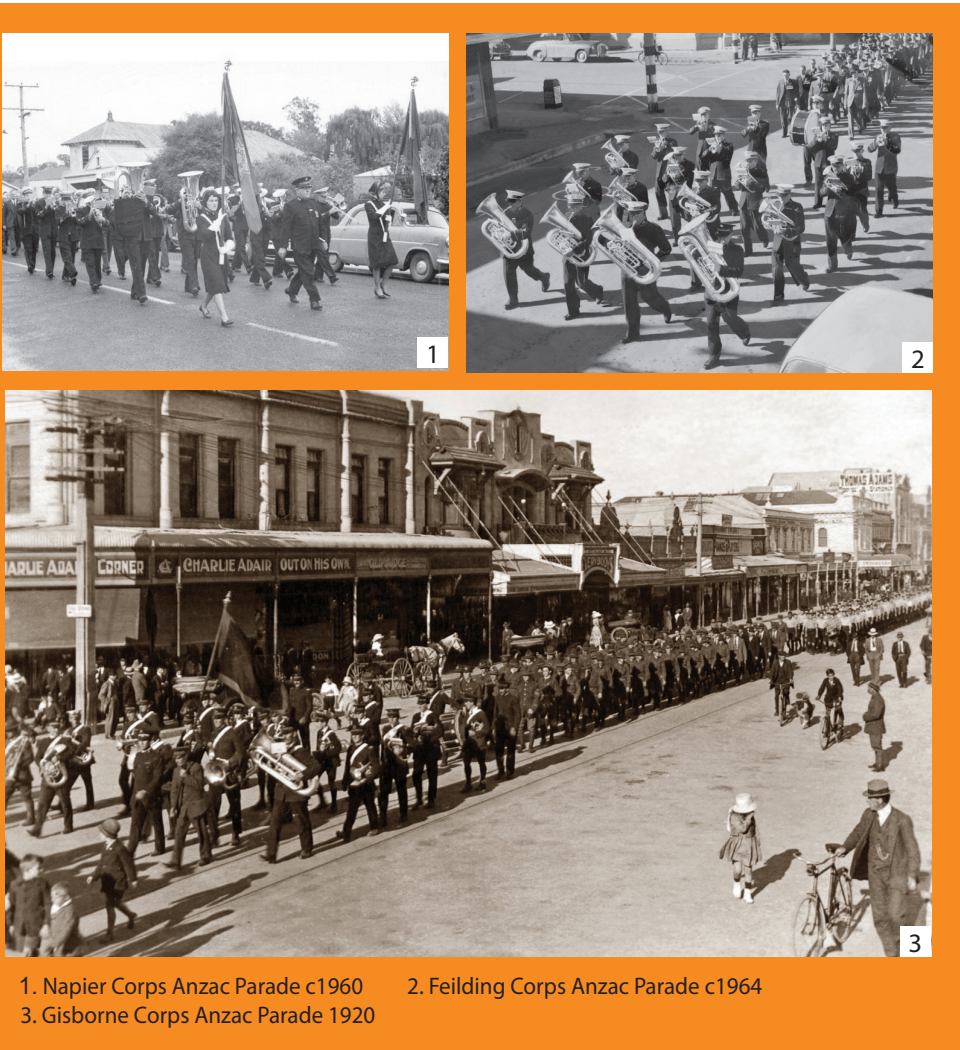
Their father, William, a returned World War 1 soldier, had received the farm as a resettlement block. However, for economic reasons, the family sold the farm in the 1930s and moved to Oamaru, where the family reconnected with The Salvation Army, having previously attended the outpost at Georgetown.

At 16, Bill played at his first Oamaru Dawn Service, and while he did not play the Last Post in Oamaru, he did at war memorials in several sites in North Otago including Pukeuri, Duntroon, and later Kurow and the Hakataramea Valley. He travelled some distances on ANZAC Day to fulfil this duty as a service to God and the community with memorial services timed for his attendance.

A humble man, he died in May 2011, a great example of a dedicated soldier, who offered his talents for others and was committed to his Lord and The Salvation Army.



Black Remembrance Day Poppy attached to a Salvation Army shaped shield. Zinc Alloy, 40x40mm, designed by Tania Tapu, donated by Selwyn Bracegirdle 2017



# SELF DENIAL & RED SHIELD APPEAL

The recorded history of The Salvation Army abounds with donations being given generously, either voluntarily or upon request, to assist in its ministry.



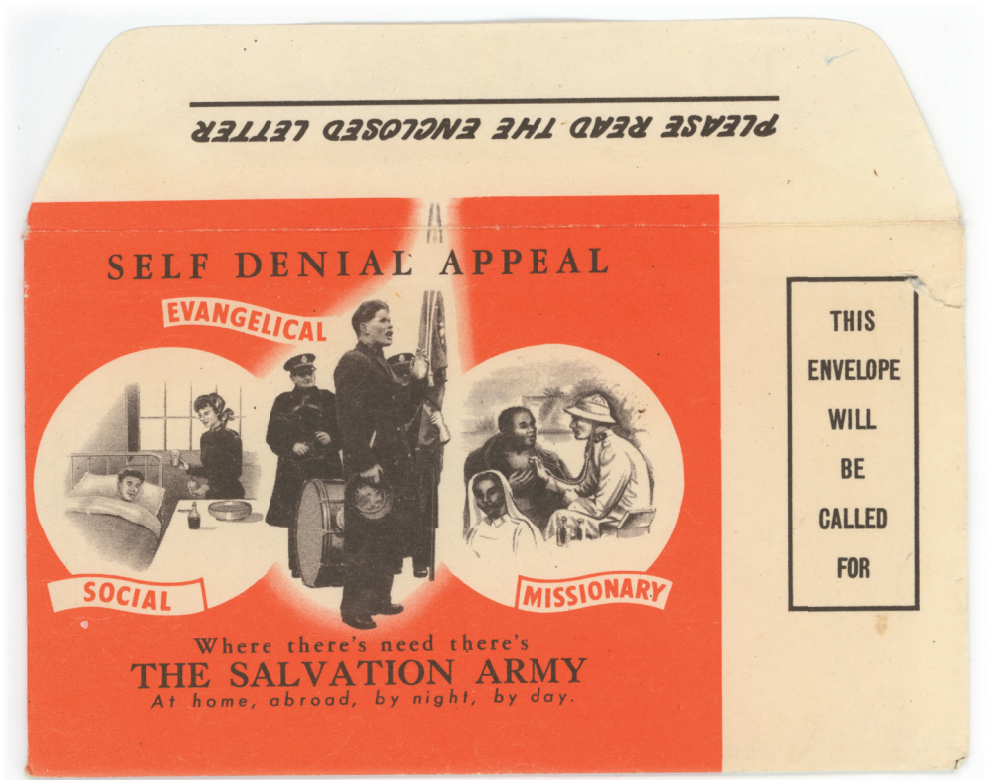
Counting money 1975

Captain George Pollard, on arrival in New Zealand in 1883, had only 30 shillings in his hand and soon established a league known as The Salvation Army Auxiliaries. It comprised of collectors and subscribers, with the latter pledging at least one guinea a year. In New Zealand, the 1890 appeal successfully raised £1,031.

The Self-Denial Appeal was introduced by William Booth, the Army's founder, in 1886. It proposed that each soldier or friend endeavour to do without an article of food or clothing and donate the proceeds. The proceeds were used for missionary endeavours and to assist local social services ministries.

October was the usual month for the appeal, and the responsibility of collecting fell heavily on officers although soldiers were increasingly involved in raising money and given areas to collect. Musical groups would tour, and other innovative ways were devised to raise money with rivalry between corps and divisions.

In 1964 the public part of the appeal was renamed the Red Shield Appeal, with



Self Denial Appeal Envelope 1945

teams of collectors covering residential areas of towns and cities on a Saturday morning.

A new strategy and drive occurred in 1973 with the input and research of Envoy Wally Morris. The Salvation Army's Public Relations Department managed the appeals, and the door knock and business appeals became linked.



Red Shield Appeal collectors, Auckland c1970

Laurelle Smith - 15 months old when the photo was taken) from Ashburton, War Cry cover, 9 March 1991

Collecting changed to Monday nights in 1976, and the "Friends in the Street" concept gave the appeal a boost in 1979.

In 2002, house door knocking ended, and the appeal was relaunched in May, with collectors placed in strategic places where foot traffic was high. This continues in much the same way today with the addition of payWave technology.