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Most of the early meetings were held at Mrs. Scantlebury's in a house in Charman Road since demolished. Knitters were recruited from the Benevolent Asylum (now the Melbourne Home and Hospital for the Aged) and the House of Mercy (now Retreat House). By the first week in June 111 pairs of socks, two pillows, three bundles of old linen and some face-washers had been forwarded to Red Cross headquarters. And the Branch launched itself into fund-raising activities - a Wattle Day Appeal, an American tea, a fete. Other Cheltenham organizations showed interest - the women of the Church of Christ co-operated in making flannel shirts, the Bowling Club sent a donation, the Brass Band engaged to play at the coming fete, the Methodist Church and the Rifle Club gave concerts in aid of the Branch.

In August it was found necessary to separate the work of secretary and treasurer; Miss Erwin was appointed to take charge of the accounts. In the same month a member proposed that a letter should be sent to Lady Helen Mumo-Ferguson, the President of the Australian Red Cross asking her "if she could enlighten us as to the ultimate destination and distribution of Red Cross goods". But it was decided to "hold" the letter and presumably it was not sent; it was perhaps asking rather much! In August also the enthusiasm of the knitters received a check. The newspapers reported adverse criticism of the administration and distribution of Red Cross goods in Egypt where there was a large Australian military camp. However "proper supervisors were appointed" and the good work went on. By October there were 200 members. Socks still held first place among the goods the packers handled but there were also shirts, pyjamas, cushions, bandages, mufflers, mittens and even packs of cards and soap.

On 5th and 6th May, 1916 the Branch held its first fete in the "Mechanics Hall" on the site of the present Cheltenham Hall. There were stalls - fancy, refreshment and cakes, flowers, sweets, produce and tulip beds (mystery parcels with paper tulips attached) and several other money catchers - hoopla, old woman with 100 packets, spinning jenny, shooting gallery and sounds of Gallipoli - this latter is a mystery. The Moorabbin Orchestra performed each evening; the Cheltenham Brass Band also assisted. The profits amounted to £160.

The Branch contributed to other patriotic causes. It gave £23 to the "French Week Fund", presumably an effort to assist our ally in Europe; in December it made a donation to the Lord Mayor's Christmas appeal for Belgian children. In February 1916 it entertained at a high tea the Langwarrin band and officers of the recruiting committee and "a most successful evening resulted". It provided afternoon tea for the gathering that attended the planting of trees in the avenue of honour on Point Nepean Road as it was then called. (Most of these trees were uprooted when the Highway was widened in 1961).

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