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INSIDE PROPERTY



Camberwell Junction, 1933
before traffic lights were installed

Ancestry speaks volumes for agent

A family's history is part of the eastern suburbs' rich tapestry

Today everyone loves the internet. But there is nothing quite like a book.

One that came across the desk this week is *A Journey Through Melbourne's East*, a pictorial history of the development of the eastern suburbs.

The book was the idea of Fletchers Real Estate CEO Bradley Brown and director Rob Fletcher to mark the lead-up to Fletchers' 90th birthday next year. Interspersed with the pictures are plenty of references to Fletchers and their development as part of the growth of the eastern suburbs.

Directors Tim and Rob Fletcher are third-generation members of the real estate business started by their grandfather Harold in 1919.

"The feeling was that we were coming up to our 90th year and it was a way to celebrate our history," Rob Fletcher says.

Not quite a coffee table book, it is more a pictorial essay, which begins with the development of Hawthorn as our first suburb east of the river and continues with Kew, Camberwell, Balwyn, Bulleen, through to Blackburn and Doncaster.

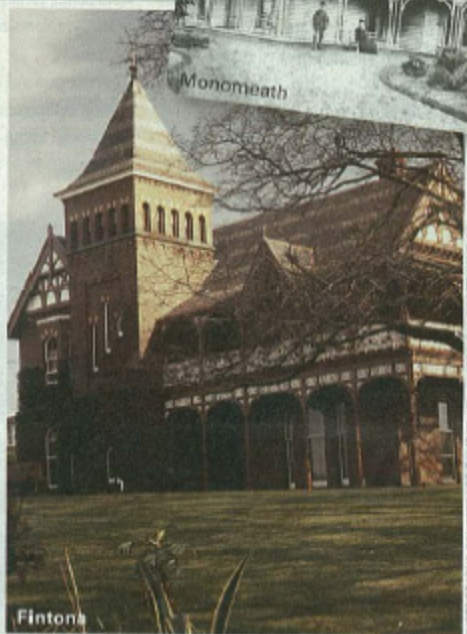
Anyone who lives in Boroondara or Whitehorse will recognise photos of the area's famous landmarks, from Camberwell Junction before traffic lights were installed to the Kew Post Office before and after the war memorial was built.

A photo of the Camberwell Baths, showing new houses in the background, provides

a glimpse of life in the old days, as does the 1933 photo of Union Road, Surrey Hills with stores that no longer exist, such as Moran and Cato.

If the book goes into a second edition, more photos of houses would be welcome as would a more professional approach to the captions that are rather naive.

Everyone who lists a property with Fletchers, past clients and people associated with the firm will receive a free copy of *A Journey Through Melbourne's East*, published by Bounce Books. The book will be launched at the Rivoli Cinema on June 23.



PHOTOGRAPHS COURTESY OF CAMBERWELL HISTORICAL SOCIETY AND BOUNCE BOOKS