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POPLAR

FIRST CITIZENS OF NEW ESTATE

Poplar's new Lansbury neighbourhood - which will be a complete little town when ready - welcomes the first tenant Mr. Albert Sneddy to its first completed block of flats. To mark the occasion, the Chairman of the L.C.C. Housing Committee hands Mr. Sneddy the key to his 4-room ground-floor flat. His old home - a stricken survivor of the blitz - is to be pulled down in the making of another housing site. Besides her family, Mrs. Sneddy will have her mother staying with her.

As the Sneddies leave for their new home Albert says farewell like a soldier!

Albert is a 35-year-old boiler-maker and because he has been lame from birth, it's a ground-floor flat they're moving into. That will be especially handy, too, for Young Albert's tortoise. The greatest single factor for happiness these days is homes, and with this in view, Poplar plans wisely and builds well.