

# S. B. McLaughlin to head 1970 Peel United Appeal

*M.T. May 20/70*

MISSISSAUGA — Lawyer-businessman S. Bruce McLaughlin, president of S. B. McLaughlin Associates Limited, will be chairman of the 1970 Peel United Appeal.

Announcement of Mr. McLaughlin's acceptance of the key post in the county-wide campaign was made by George J. Lane, president of Peel Community Services. Peel Community Services not only sponsors the annual campaign for funds, but through its social planning division determines the needs of and allocates appeal funds to the many member agencies who provide social services to Peel County residents.

Selection of chairmen for the several divisions of the United Appeal is now well under way, with further announcements to be made shortly. The 1970 appeal will open on Sept. 30, 1970 and continue for the next five weeks.

Mr. McLaughlin is one of Peel's most widely known and respected citizens. The firm he heads is currently developing Mississauga City Centre, a 4,000-acre holding at the hub of the present town of Mississauga. His group is moving to develop a unique, well-planned core for a new, large-

ly self-contained city of 1,000,000. Other major townsite developments are under way at Georgetown and Woodstock.

A native of Toronto and a graduate of University of Toronto and Osgoode Hall, Mr. McLaughlin practises law in partnership with Donald R. Fraser as a real estate specialist, and directs the expanding activities of the company and its 10 subsidiaries from new offices in Mississauga City Centre.



S. B. McLAUGHLIN