

WIBER, Wilf June 10th, 1993 MN Peel Biography Bk.

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Wiber, Wilf

# Great gentleman taken by cancer

Wilf Wiber was the consummate salesman because he was the consummate gentleman.

Wiber, who worked for more than 40 years as a sales representative for the *Port Credit Weekly*, *The South Peel Weekly*, *The Mississauga Times* and *The Mississauga News*, died Tuesday of cancer.

He will be remembered for his special skills in dealing with peo-

ple, that made his clients become his friends.

Starting in the old offices of the *Port Credit Weekly* on Elizabeth St. at Lakeshore Rd. in Port Credit, Wiber sold advertisements to all comers and serviced his accounts in a very personal way. He would spend every publication day delivering copies of the newspapers to his customers and visiting exten-

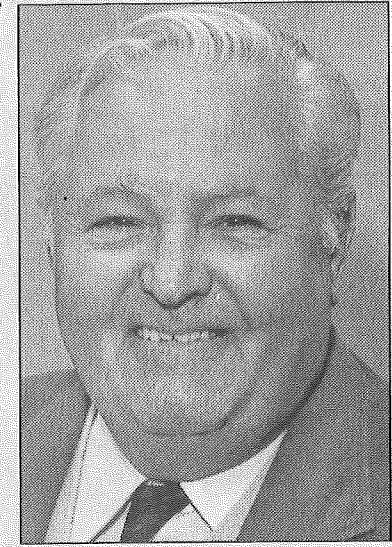
sively with them.

Even in later years he brought a personal touch to his work. An ardent baker, Wiber would deliver his home-made cookies to staff members at Mississauga Transit and the City of Mississauga, two of the accounts he serviced for many years.

Lee Challis, who worked alongside Wiber at both *The Mississauga News* and *Mississauga Times*, recalled him yesterday as "a kind, caring man who was very interested in the people he dealt with. Everybody loved him because he would always go out of his way to do that little extra something for people."

Ron Lenyk, publisher of *The Mississauga News*, called Wiber "an institution in Mississauga. He was admired and respected by his clients and peers. The longest-serving employee of local newspapers achieved many sales records "and was the lifeblood of the advertising department," Lenyk said. *The News* will be renaming its salesperson of the year award The Wilf Wiber Award.

Wiber, 70, retired five years ago. He was a former grand master of the Masons both in Mississauga and



WILF WIBER

in Beamsville, where he moved after retiring. He was also an active member of the Mississauga South Conservatives for many years. He and his wife Auriol (Blyth) lived on Indian Rd. in Lorne Park for many years.

Wiber is survived by his wife, two children and three grandchildren. A service is being held today at 11 a.m. at the Tallman Funeral Home in Beamsville. Cremation will follow.