

Cresco Shopper– A Loveless Legacy

Boyd and Marlys Loveless



Peggy and John Loveless



By Peggy Loveless

Boyd and Marlys Loveless were born and worked most of their lives in Southern Minnesota and Northern Iowa. Marlys was a native of Forest City, IA and Boyd was from Hanlontown, IA.

Boyd was working for the Railroad and Marlys was a teacher when they decided to get into the Shopper business.

They bought their first Shopper, The Wesley Reminder, in Wesley, IA in 1957 and ran that paper until 1962 when they sold out to a young man named Merle Been and a partner.

Because of Marlys' arthritis, they bought the Five Star Shopper in Chandler, AZ later that year. The heat and sun put Marlys' arthritis in remission but really got to Boyd. About three years later, they sold out and returned to Iowa, with the intention of finding a place that was open to the idea of a Free Advertising Publication. They chose Cresco, IA and started the Cresco Shopper in the Summer of 1965 with a circulation of 3,600.

The business was run and printed in the garage of their first home, then moved to a second home, added a few staff members, and printed the shopper in Riceville, IA.

In 1983 it was moved to an out-of-home Highway 9 building and a new web printing press was purchased. In addition, some very much-needed room for the Small Press, Graphic Design Department and Retail Area was added offering Office and Party/Wedding Supplies. The building was expanded in the early 2000's.

Boyd and Marlys have 4 daughters, Mary Ann, Janet, Diana and Sue and two sons, John and Jim. John came back to Cresco to help out his parents after college. John married Peggy (Hurst) in 1988 and purchased the business in 1991. Peggy, a Cresco native, carried Shoppers as a child (as did many of her large family of 11 children). She started working as a Route Driver and Printers' Assistant in 1985, eventually getting into Sales because of her Tupperware Sales background while dating John in the mid 80's.

Over the years, The Cresco Shopper has grown to its current circulation of 13,500 and a staff of (6) full-time and (5) part-time staff members along with (2) route drivers. John and Peggy's

children, Hillary and Liza and grandchild, Veronica and her husband, Garrett, are currently involved in the business.

Boyd and Marlys helped to get SGI (Shoppers Guides of Iowa) started and continued to be involved in MFPC for years with Boyd being the President of SGI in 1962. Boyd and Marlys talked about the times when they would pass the hat for meeting expenses back in the day. Their family vacations were many times planned around Conferences growing up.

John and Peggy started coming to Conferences together and as a family in the mid-80's. They often state, "we always come away from them with an idea of how to make or save a thousand dollars or more". They attribute their success to many of the ideas and assistance they have received as a result of their membership and friendships in MFPC.

John and Peggy both eventually became Board Members and served as President. Peggy is currently on the board and serves on the Network Advertising Committee.