

The Luvs

The Martin County Historical Society would like to announce its latest exhibit, “*Great Sounds of Interlaken.*” This exhibit is on loan from the Rock ‘n Roll Preservation Society and includes many musical groups with ties to Fairmont.

The Rock ‘n Roll Preservation Society is dedicated to preserving the sights and sounds of Fairmont’s legendary Interlaken Ballroom. The “*Great Sounds of Interlaken*” exhibit features a rare collection of rock ‘n roll, swing band, and ballroom dancing photographs, including live recordings, all of which shaped Interlaken Ballroom’s rich musical history from 1916 to 1972.

In the end fire destroyed Interlaken Ballroom, but its heritage lives on, even if only in memory. This exhibit is a tribute to that era and the many musical groups who made significant contributions to Minnesota’s cultural history through their recordings and live performances.

The following article is a reprint from the Rock ‘n Roll Preservation Society about *The Luvs*, one of the groups featured in this exhibit that includes a Fairmont native as one of its members.

The Luvs, a popular 1965 female singing group, has cherished memories of their time performing at the old Interlaken Ballroom of Fairmont, MN. The Luvs, featuring Linda Fritz, a former resident of Fairmont, who sang in church choir and played violin in the Fairmont High School Band, toured from 1965 to 1968.

Working with local bands such as The Marvelous Marauders, The Morticians, The Rave-Ons and the Underbeats to provide their back up music, they performed cover songs from groups like Sonny and Cher, The Animals and the Beatles

One event The Luvs will never forget happened on their way to perform at the Interlaken Ballroom. The Raveons, a Minneapolis-based rock and roll group and the back up band for this Interlaken event, followed The Luvs to Fairmont from Minneapolis in a separate car. Upon arrival, they realized they had forgotten their drummer, Harry Neils! Each group had assumed that the other would pick him up and their folly was not realized until it was too late. Luckily Fritz, the former Fairmonter knew members of a local Rock’N’Roll Band who she frantically called and pleaded with to borrow their drummer for the night! Even with this unexpected crisis, the band sounded great with their newfound drummer and this still remains a cherished memory for these singing Minnesota legends.

Although The Luvs never reached national stardom, they did have the luck to open for some national artists like The Yardbirds, Billy Joe Royal, Mitch Ryder and The Detroit Wheels and even recorded music with the famous McCoys. At one point it seemed they would get their big break when they heard that an agent in New York was looking for an all girls group. They sent an audition tape to New York and a week later

The Luvs were invited, all expenses paid, to discuss a contract recording an album with the McCoys. Unfortunately, the performance contract they wanted the group to sign was something that none of the members were comfortable with so the record was never released. The Luvs returned home and six months later found out that the booking agency who wanted them to sign had gone under.

The Luvs have been nominated for 2007 induction into the Minnesota Rock'N'Country Hall of Fame.

For more information about this topic, and to view and enjoy this exhibit, visit the Pioneer Museum in Fairmont.