

Throwback: The Time-Gigolos Get Lonely Too



"Gigolos Get Lonely Too" was one of the three singles from The Time's 1982 album, *What Time Is It?* Prince wrote the song about playboys needing love and played all of the instruments except the drums played by Morris Day, and Jesse Johnson supplied the guitar work. Prince's distinct use of computerized drums and synthesizers were some of the things that identified his '80s sound. The album listed all of the songwriting credits to The Time, but the songs were attributed to Prince when they were registered with ASCAP. Morris Day's

suave demeanor faded into an out-of-character vulnerability when he pleaded for love. Prince's ingenious writing and arranging and Day's emotionally heavy performance were the next phase in developing the Minneapolis funk sound. "Gigolos Get Lonely Too" was the only ballad on the album, and it blazed quiet storm radio playlists. The original members of The Time released their fifth album, *Condensate*, in 2011. In 2022, Prince's estate told Morris Day that he could no longer perform using the name Morris Day & The Time, but the matter was resolved by 2023, with Day being able to keep the name. Day's fifth solo album, *Last Call*, was released in 2022. He told Jennifer Hudson on her talk show earlier this year that his 2023 tour would be his last as he planned to retire.