

ENTERTAINMENT



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The Time is right. . .for The Time

"We called ourselves The Time," explains group leader and lead singer Morris Day of his Warner Brothers recording act, "because we felt that our time had come." Morris Day had played a string of stints with local Minneapolis bands when he decided to form The Time.

The six man band's debut album, *The Time*, offers ample proof that Day's inclination to form a group was correct. But even before The Time had recorded their record, they learned that the listening audience also agreed that

their time had come. "It was after our first major appearance that I finally said, 'This is what I'm looking for,' says Day.

We were opening for Shalamar and Cameo in Detroit at the Masonic Temple, and the crowd had never heard of us," he says modestly, "but it went really well." Actually, according to all reports, the crowd went wild.

"I told myself, 'This is what it's all about, first and last.' It felt really good." Obviously, The Time is right. . .for The Time.