

The Kinks, It

I want you to imagine that somewhere in America
There's a lovely housewife watching TV,
Doing her housework...

Hi there.

Are you feeling tired, drained of all energy?
Is your life becoming routine? does your husband
Find you unattractive? is your love life non-
Existent? then you need "because", like
You, is a product of our time. "will change your
Life. you'll be vibrant, elegant, sexy...

You want it.
Don't you?
It.

Yeah, she's got it
(?)

She was born part of the fifty's dream
Tv generation, from the cradle to the teen
Mr. Rogers, I Love Lucy, and Mary Tyler Moore
Jackie Gleason, honeymooners and Cza Cza Gabore
Green Acres, yeah that's what you're looking for

You're a product of these times, (?) people next door
Bigger house, bigger 'fridge, bigger washing machine
You're a consumer, baby, you're the (?)

That's alright, outta sight, you couldn't care less
You can put it on a Visa card or American Express
Tell the people what they want, and decide what they need
Advertise, merchandise, satisfy their greed
Bigger house, bigger 'fridge, bedroom(?) get a bigger car
You can sell them any old shit if it's endorsed by a movie star
(?)
(?)
(?)

And she want it so bad, she'd sell her soul if she could
She want it so bad, she'd sell her soul if she could
And she wants it, so bad

She got it
Now she don't need it
She got she wanted, but she don't want it no more
She got she wanted, but she don't want it no more
She got she wanted, now they don't need it no more
She got it, so bad