

# Voltaire, The Industrial Revolution (And How It Ruined My Life)

Once, long ago there was a time in what now seems a distant land  
Each small boutique was precious and unique  
'Cause every little thing was made by hand  
Then there came a revolution  
The progress of production was its aim  
Now instead of one, there were many  
And each costs just a penny  
But every single one looks just the same

Now there's a Starbucks on every bloody corner  
McDonald's on everybody's street  
There's a White Castle, Wendy's and Walmart  
And then it all repeats  
If you're the kind that looks down on the masses  
Even for you there's a feint  
Get some New Rocks or a pair of Docs  
Look just like those who ain't

(Chorus)  
And that is how (Tell us how)  
It came to be (How can it be?)  
After two long centuries  
That in the name (What's in a name?)  
Of human greed  
The industrial revolution fixed everything for me  
(Everyone) (For every bloody one)  
It came into our lives and gave us uniformity by taking choice away from you (and me)  
(By taking choice away from you. Taking choice away from me. Taking choice away from you and me)

And so now if one does will with a business  
They open two more and then three  
They buy in bulk in big massive hulks  
At which points it's nearly free  
As they grow bigger their prices get lower  
Until they become a chain  
The smaller stores all shut their doors and buckle 'neath the strain

(Chorus)  
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Now the machines are working tirelessly  
Through all night and day  
Making garbage in our image  
For a world that's made our way  
And they won't stop until every inch  
From Peru to Bombay  
Looks like a mall in the US of A