

# The Knicker Elastic King

## The Rutles

He used to travel in bath cubes  
Until the slump came, faced with redundancy  
He turned his mind to other things  
And soon became a household name

Knicker Elastic, everybody used it  
Knicker Elastic, nobody refused it  
The Knicker Elastic King  
The Knicker Elastic King

A self-made man with a business to run  
And something to sell to everyone  
The Knicker Elastic King

He grew so rich the Gnomes of Zurich were green with envy  
The darling of the stock exchange  
Made the New Year's honors list  
And won the Queen's Award to Industry

Knicker Elastic, essence of propriety  
Knicker Elastic, upholder of society  
The Knicker Elastic King  
Ooh, la la

His rubber business kept expanding  
But then disaster  
Ee bah gum

The price of raw materials coupled with inflation  
Squeezed his global holdings  
His liquid assets bottomed out  
And shrunk his retail outlet operation

And that's the story of The Knicker Elastic King  
And market forces, The Knicker Elastic King  
Horses for courses

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