

# The Rutles, Knicker Elastic King

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  
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 (ahhh ahhh)  
The darling of the Stock Exchange  
Made the New Year's Honours List  
And won the Queen's Award to Industry

Knicker Elastic  
Essence of propriety  
Knicker Elastic  
Upholder of society  
The Knicker Elastic King,  
Ooo 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')  
A self-made man with a business to run  
And something to sell to everyone  
Knicker Elastic King  
Ooo la la  
The Knicker Elastic King