

Rutles

"The Knicker Elastic King"

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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
A 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 Honours 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'

A self-made man with a business to run

And something to sell - to everyone

The Knicker Elastic King

Ooh la la...

The Knicker Elastic King

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