

Lesson *Stream*

A FAMOUS BRITISH ADVERT

The story below comes from a well-known British TV advert from 1983. While the advert clearly shows the product, the story does not mention it. Read the story carefully and think about the following:

- What do you think the product is?
- How does the product fit into the story?

Fly Fishing by J.R.Hartley

An elderly gentleman is walking around the streets of London. He has neatly combed back white hair, a brown suit and a walking stick in hand.

He steps into one second-hand bookshop after another.

“Excuse me. Do you have a copy of ‘Fly Fishing’ by J.R. Hartley?” he asks with a hopeful smile.

But the answer is always the same. The book he is looking for has been out of print for years and there are no copies to be found.

Eventually, the man returns home, tired and disappointed.

“No luck, Dad?” asks his grown-up daughter with concern. “Don’t worry, there are still some more shops to try.”

The next day, the man decides to do things differently. Rather than visit the remaining shops in person, he calls them from the comfort of his own home.

Sitting in his favourite armchair, he picks up the phone and starts to call.

“Hello. I wonder if you have a copy of ‘Fly Fishing’ by J.R. Hartley.”

And finally, success.

“You do! Oh, that’s wonderful! Can you keep it for me? My name? Yes, it’s J.R. Hartley.”

