

Adverts Lie

By

Michael Pudney

*“Ball Boy Shoes are what you need, get the power on your feet!”*

“Muuuum!” I screamed as Scotland International Alan Hanson told me I had to have a pair of *Ball Boy Shoes* if I was to be a professional footballer, “I have to get these shoes!” Typically, mum walked in, drying a plate, or whatever, and simply tutted at the advert.

“It’s too expensive. You’ve got football boots already.” Little did she know that these weren’t football boots at all, they were *Ball Boy Shoes*! Specially designed in a laboratory or someplace and engineered to improve the quality of my game. Was she not listening? It had to be true, Alan Hanson said so, and there was a guy wearing them in the advert who looked really good at football! My mum said, once again, that money was too tight. However, in retrospect, I now know that this classic line was code for, ‘we’ve already got a blue and black pair stashed under the bed ready for Christmas day’. Sorted.

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I was at the park and my friends were waiting for me to kick off. "Alan Hanson said it would!" I moaned as I frantically pressed the tongue.

"Pudney," my friend Joe interrupted, "I think the advert was lying. When you pump 'em, more air don't get in the shoe to give you more suspension like you said it would. Now can we play?" The others sniggered at me. Everyday up to this point, I had pictured myself leaping over tackles with my inflated *Ball Boy Shoes*, only to learn that Alan Hanson had been lying to me all along.

"Shit." We were at an age when swearing was cool, but on this occasion I wasn't trying to be cool, I was genuinely annoyed. My *Ball Boy Shoes* were nothing but a disappointment. I'd been pumping for ten minutes yet felt completely deflated. After playing for about an hour, the shoes were covered in rips and my feet were covered in blisters which left me with a lesson learnt; adverts lie.