

"IT'S JUST A Gimmick!"

By PAT/SALTY

HISTORY Shows us CLEARLY THAT "ITS JUST A Gimmick!" has been INVOKED OVER AND OVER FOR YEARS; When The VERY FIRST BASEBALL WORLD Series WAS preposed AND STARTED EARLY IN THE 20th CENTURY, The BASEBALL PURISTS & CRITICS OF THE DAY WROTE IT OFF ~~OFF~~ WITH - WHAT ELSE? - "ITS JUST A Gimmick!" IF SO, THAT Gimmick HAS BEEN GOING ON FOR A HUNDRED YEARS NOW AND IS CONSIDERED TO BE A SACRED COW OF BASEBALL ~~RETIRED~~ NOWADAYS.

SAME THING WHEN THE FIRST ~~SO~~ FOOTBALL SUPERBOWL WAS PREPOSED AND THEN PLAYED IN 1967;

"ITS JUST A BIG Gimmick" THEY SAID. WE ALL KNOW HOW THAT Gimmick TURNED OUT. THE FIRST AUTOMOBILES?

"JUST THE LATEST Gimmick"
FIRST AIRPLANES?

THE SAME.

"JUST THE LATEST BIG Gimmick" ALL. WHICH SHOWS HOW TODAYS BIG Gimmick CAN TURN INTO TOMORROWS BIG NECESSITY! XXX