

COLUMN

# The real measure of Tiger vs. Phil is how many watch

By DOUG FERGUSON  
AP Golf Writer

The winner between Tiger Woods and Phil Mickelson might be the least relevant aspect of their Friday night match in Las Vegas.

Far more compelling was the outcome of a 72-hole exhibition played over two courses for an obscene amount of money — Harry Vardon received nearly seven times more than what he had won from his one-shot victory over Willie Park Jr. in the 1898 British Open.

That next summer, Vardon and Park played an exhibition billed by the British press as the greatest golf competition ever. Vardon won 100 British pounds with his 2-up advantage at North Berwick before 10,000 spectators, and another 100 pounds for completing the 11-and-10 rout at his home course of Ganton.

So Woods vs. Mickelson is nothing new, except the public is not allowed at Shadow Creek.

What's unique about this exhibition, with \$9 million supposedly going to the winner, is the delivery. This is golf's first venture into pay-per-view, and organizers were smart to keep the price at \$19.99, which is about 25 percent of what a compelling heavyweight fight would command.

How many people care enough

to sign up on Black Friday?

"Um, no," Rory McIlroy said when he was asked last week in Dubai if he would pay to watch. "I contemplated it. I was having lunch with Phil at one of the FedEx Cup events and I said, 'I might watch it.' He took \$25 out of his pocket and said, 'No, here's \$25, I'll pay for it for you.' Thank you."

McIlroy says it might have been worth it 15 years ago, but that now it has "missed the mark a little bit."

Woods and Mickelson remain the two biggest names in golf even in this tidal wave of youth, but their one-sided rivalry — Woods was the only rival Mickelson had, not the other way around — has been dormant for five years. This feels old, and the relentless promotion at times has made it feel contrived.

Is it a bad idea? Not at all.

There is no downside to Woods and Mickelson squaring off in a pay-per-view event on a beautiful golf course at Shadow Creek that everyone seems to know but hardly anyone has seen. But when the biggest upside is that there's no downside, selling it becomes an uphill battle.

There will be plenty of talking, and Mickelson is rarely without words. There will be side action. That's part of what makes this different from the "Showdown at Sherwood," a Monday night exhibition between Woods and David Duval in 1999 when they were in their prime and battling for No. 1 in the world.



AP Photo/Dave Martin, File  
**In this Sept. 17, 2004, file photo, U.S. team player Phil Mickelson puts his arm around partner Tiger Woods as they walk off the 18th green after they lost to Europeans Darren Clarke and Lee Westwood on the final hole of their foursomes match at the 35th Ryder Cup. They play a high-stakes exhibition Friday in Las Vegas in golf's first venture using pay-per-view.**

The question is whether it has a future.

That's about the only thing that piques the interest of Alastair Johnston, vice chairman of IMG who knows a little about these golf exhibitions.

Johnston was deeply involved with the Skins Game when it began in 1983 until it had run its course in 2008. In the midst of that run were the Monday night matches that featured Woods against Duval, Sergio Garcia and then a team format that ended — thankfully — when it had Woods, Mickelson, John Daly and Retief Goosen.

"It's very tough for me to criticize it, but it's very tough to praise it," Johnston said.

That covers a lot of territory for a lot of golf fans. Those who live to criticize will be reaching for low-hanging fruit. Those who want to watch Woods and Mickelson go head-to-head will have no trouble finding entertainment.

"I'll be interested, from a professional standpoint, in how many viewers it gets, how many pay," Johnston said. "How many people actually care to spend money on that, and does it lead to other opportunities and different delivery systems? Golf hasn't been tested like that. That's what intrigues me."

The PGA Tour has approved only one of these matches, even as there is talk of a franchise.

History suggests this won't have much staying power. The Skins Game was ideal for Thanksgiving weekend, and there was plenty of star power among Jack Nicklaus, Arnold Palmer, Gary Player, Lee

Trevino, Tom Watson, Fred Couples and others.

Golf has that now with a strong core of young major champions, and perhaps that's in the future.

But more episodes of Woods and Mickelson will get old, and history suggests that Woods and any collection of players might not be enough. In the old Monday night exhibitions, Woods went from a 7.6 national rating with Sergio Garcia to a 3.0 in the last of the team events.

So the only outcome on Black Friday is how many care, even when it involves the one player everyone loves to watch.

Johnston recalls not so fondly the time he put together a unique concept in 1997, the year Woods set 20 records at the Masters and won by 12. He was to play against Michael Jordan, Ken Griffey Jr. and Kevin Costner. For every hole Woods won, they could choose which club to take out of his bag. They had walk-up music. It was taped to be shown on Christmas Day. It was called "Tiger & Friends."

But then Jordan and Costner had to pull out, replaced by NASCAR driver Jeff Gordon and actor Chris O'Donnell. And then it rained.

The forecast is for sunshine and mild weather in Las Vegas on Friday.

That's a start.

## EASTERN OREGON marketplace

Place classified ads online at [www.eastoregonianmarketplace.com](http://www.eastoregonianmarketplace.com) or call 1-800-962-2819 between 8 a.m. and 5 p.m. Monday through Friday. After hours, leave a voicemail and we'll confirm your ad the next business day. Email us at [classifieds@eastoregonian.com](mailto:classifieds@eastoregonian.com) or fax: 541-278-2680

Deadline is 3 p.m. the day before publication

We accept:

211 S.E. Byers Ave. Pendleton, OR 97801      333 E. Main St. Hermiston, OR 97838

See [www.eastoregonianmarketplace.com](http://www.eastoregonianmarketplace.com) for classified ads from all over Eastern Oregon

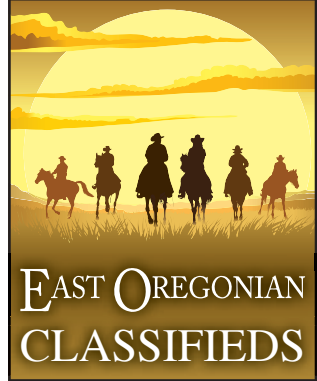
**EAST OREGONIAN • HERMISTON HERALD • BLUE MOUNTAIN EAGLE • WALLOWA COUNTY CHIEFTAIN**

**104 Special Notices**



**PLEASE CHECK YOUR AD ON THE FIRST DAY OF PUBLICATION.**

While we are happy to make any necessary corrections, we can not be responsible for errors appearing for multiple days. Thank you!



**EAST OREGONIAN CLASSIFIEDS**

**CLASSIFIED LINE AD DEADLINES**

East Oregonian  
3pm the day prior to publication

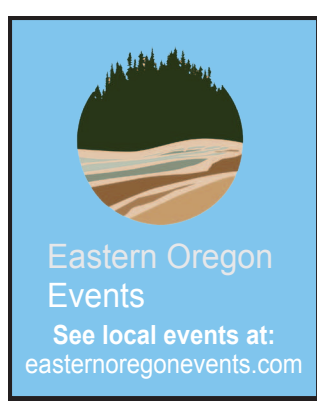
Hermiston Herald  
10am Tuesday

1-800-962-2819

[classifieds@eastoregonian.com](mailto:classifieds@eastoregonian.com)

**163 Holiday Bazaars**

**EAGLES BAZAAR**  
December 1st 9-4pm  
Luncheon, Tables \$15  
(541)969-7783



Eastern Oregon Events  
See local events at:  
[eastoregonevents.com](http://eastoregonevents.com)

Something for everyone in the Classifieds

**EAST OREGONIAN CLASSIFIEDS**

**166 Good Things to Eat**

Davis Orchards Fruit Stand will be closed November 21 - 25 for the Thanksgiving Holiday

Re-opening November 26

53285 Appleton Road  
Milton-Freewater, Oregon  
541-938-7093 ext 2

**184 Personals**

Contact Dayle or Grace at [classifieds@eastoregonian.com](mailto:classifieds@eastoregonian.com) 1-800-962-2819 to place your classified ad!

**502 Real Estate**

How Much is your Home Worth? Call Matt Vogler, The Weekend and After Hours Realtor, for a free Market Analysis. 541.377.9470. More Listings needed to meet current buyer demand!

**John J. Howard & Assoc. (541) 377-9470**

TURN HERE to find your new home before Interest Rates hike. Call Kerry 541-377-6855 for prompt courteous service and Turn into your New Home. (accessing all listings available in our area)

**TURN HERE REALTY & TRAVEL**  
305 SW Court Ave

**502 Real Estate**

Thinking of selling or buying a home? I am happy to help with all your real estate needs and I am available evenings, weekends and holidays to accommodate your busy schedule. Also available on short notice. Call Carolyn Rovier

**Ranch-N-Home Realty 541-786-0822**

TURN HERE REALTY ---Look for the big blue arrow on SW Court and drop by to find all your Real Estate Needs. Access to all listings for your convenience. Free market analysis to list your home at the right price. Call Kerry 541-377-6855

**TURN HERE REALTY & TRAVEL**  
305 SW Court Ave  
\$259,000

AWESOME, MOVE IN READY FAMILY HOME IN PENDLETON OREGON!

823 NW 5TH STREET

4 BEDROOM, 2 BATH, 2400 SQ FT RANCH STYLE WITH DAY-LIGHT BASEMENT. RECENTLY PAINTED INSIDE AND OUT! All kinds of updates.  
541-969-0401



**504 Homes for Sale**

Prices are up! Now may be the time to gain some equity and move up to a larger home. Call Matt Vogler for a free Market Analysis.

**John J. Howard & Assoc. (541) 377-9470**

Current MLS listings include several 3 and 4 bedroom, 2 bath homes for sale in popular locations. Call Matt Vogler, "The Weekend and After Hours Realtor" for addresses and pricing.

**John J. Howard & Assoc. 541.377.9470**

Call the "Weekend & After Hours Realtor" to view homes at a convenient time for you. Available on Short Notice, Special Financing Program Information! Call Matt Vogler, 541.377.9470

**John J. Howard & Assoc. (541) 377-9470**

CLASSIFIEDS GET RESULTS!

Find the House on your list--Speak with Kerry to access all homes in the area. TURN HERE at 305 SW Court or call 541-377-6855

**TURN HERE REALTY & TRAVEL**  
305 SW Court Ave

RMLS# 18428260 3 B/R 1 BATH home with bonus room and family room. Needs some TLC. REDUCED PRICE. \$106,500.00 Call Cathy for more info (541) 215-0103.

**Garton & Associates 541-276-0931**

**504 Homes for Sale**

MERRY CHRISTMAS & HAPPY NEW YEAR as we find the New Home for you. Call Turn Here Realty at 541-377-6855 and connect to ALL properties with ONE reliable Realtor.

**TURN HERE REALTY & TRAVEL**  
305 SW Court Ave

\$264,000- RMLS #18081947 New Listing 4 b/r 1 3/4 bath North Hill. Freshly painted, beautiful hardwood floors just refinished. Great family home. Call Shane for more info (541) 379-7802.

**Garton & Associates 541-276-0931**

\$219,000- The conveniences of condo living await! Highly desirable North Hill corner unit w/incredible views everywhere you look! #18277028 Molly Webb 541-969-4188.

**Coldwell Banker Whitney & Associates 541-276-0021**

WHY WAIT! GET YOUR CLASS AD NOW!



IT'S WORTH IT! GET A CLASS AD!

**504 Homes for Sale**

\$214,900 New Listing 1420 SW 40th Pendleton, Newer windows, newer siding, newer floors, kitchen and bath. 4 bedroom 1 bath with nice shop/garage. Newer gas rock fireplace. Call for your private showing. Don't miss out on this one.

**Garton & Associates 541-276-0931**

\$320,000- MISSION 4 acre mini-ranch. 3 bed, 2 bath 1800 sf(m/l) ranch style home w/large front porch. Metal roof. 4 car garage/workshop. Barn, tack room, wood shed. Marsha 541-377-5152 cell. #18340292

**Coldwell Banker Whitney & Associates 541-276-0021**

\$188,400- 3 bed, 2 bath, 1654 sf(m/l) home on a large lot. Garage converted to a work shop with bathroom/shower. Family room with gas insert/fireplace. Kevin 541-969-8243 cell. #18373824

**Coldwell Banker Whitney & Associates 541-276-0021**

\$155,500- 3 bed, 1 bath w/1262sf (m/l) living space. 12x14 detached garage, storage shed. Newer roof, new paint, new PEX water line. Recently upgraded heat/cool. Jerry 541-969-6378 cell. #18551603

**Coldwell Banker Whitney & Associates 541-276-0021**

## Raising a Family? We Can Relate!

**From advice for young families to kid-friendly tips, EO Parent is filled with helpful features you can use.**

**Eastern Oregon Parent**

View online at [eoparent.com](http://eoparent.com)

Follow us on Facebook!

Eastern Oregon Events

Eastern Oregon Events Calendar is the place to find everything happening in Eastern Oregon including all events from A to Z!

Auditions, Bird Watching and Concerts... to Youth Camps and Zumba Classes!

[eastoregonevents.com](http://eastoregonevents.com)