The "length" fetish still influences Green Committees and often leads to danger, boredom and bad holes. Too many think that because J. Nicklaus reduces a 550 yard hole to a drive and an iron there is a general need for more length to suit the modern game.

We ought to go by the facts. Jack Reddy, the U.S.G.A. Scoring Analyst, has been seen measuring again at the U.S. Open and his findings appear in the current U.S. Golf Association's Journal.

Drives were measured on the 435 yard par 4 17th of the Olympic Country Club in San Francisco.

The average drive for all players in all four rounds was 245 yards. This compares with 251 last year, 252 in 1964, 243 in 1963 and 253 in 1956. The average run was 12 yards and this year wind was not favourable hence the slight reduction.

Jack Nicklaus hit one 273 yard drive, the longest recorded, and had the highest average, 262 yards. But the long hitters were only 10 or 20 yards farther on than the general run of competitors.

Another interesting light on the matter is given by the number of players who hit the green with their second shot, 25 per cent — no more! Another 16 per cent came within 30 feet with their second shot.

Some of the erring 75 per cent may have been playing from the rough. The fairway was 38 yards wide in the landing area but even so 35 per cent failed to find it.

If all these facts fail to convince you that the ball is not being hit all that much farther, at least you will agree that human fallibility is still roughly the same.