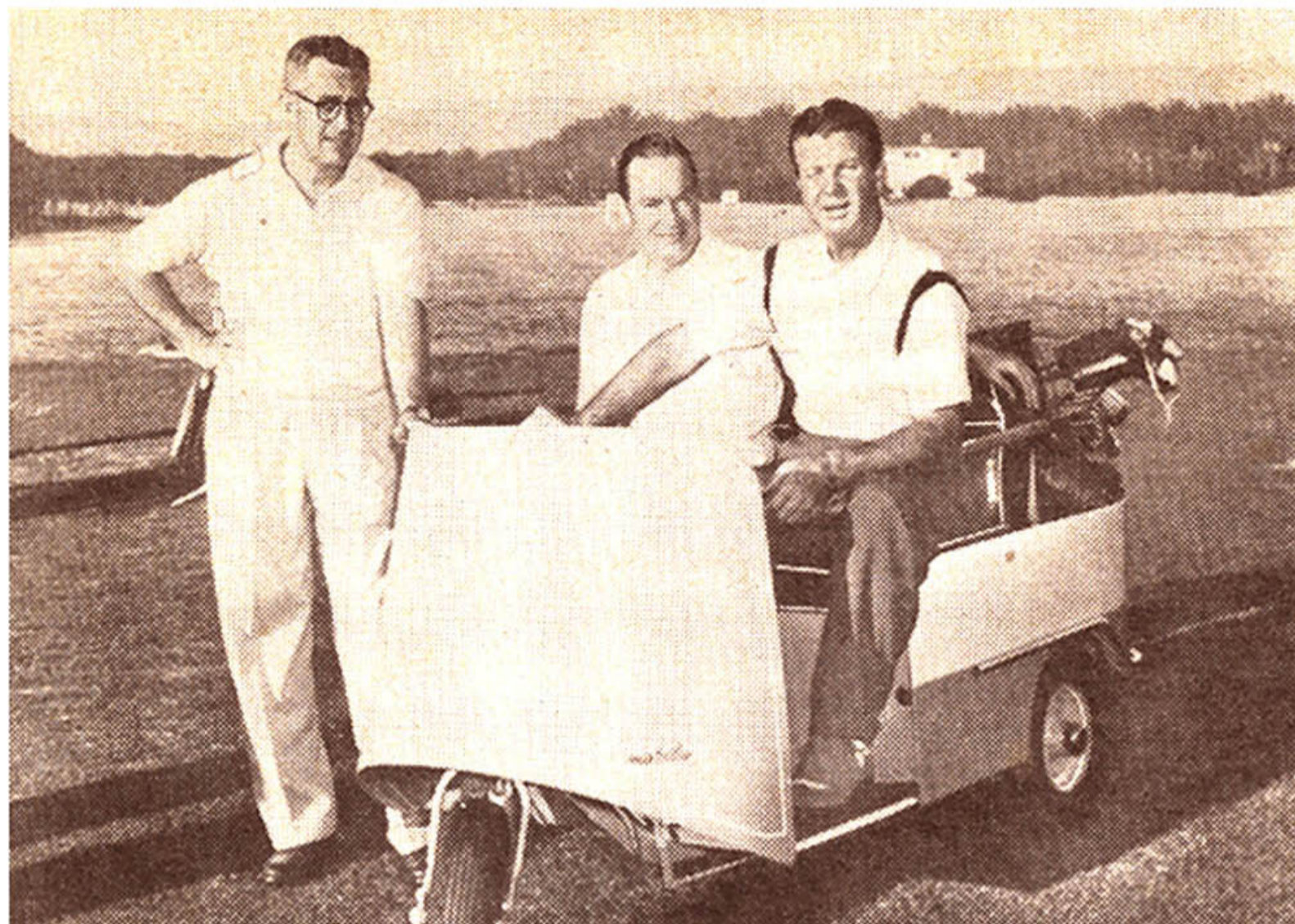


# GOLF GETS WHEELS



SALES MANAGER (L.) CONVINCED BOB HOPE,  
PRO DEMARET

**T**he ancient Scottish game of golf is finally giving way to mechanical progress. Where the sight of golfers and caddies slowly strolling from green to green has been part of the game ever since it was introduced to the U.S., even hardened professionals are finding it a lot easier these days to jump into a tiny electric 3-wheel auto for a foot-saving tour around the widely separated 18 holes.

The Golfmobile, a product of Autoette Inc., Long Beach, Cal., provides an ideal solution for two new golfing problems: a growing shortage of caddies and a crop of time-pressed golf lovers headed by Pres. Eisenhower, who frequently uses a Golfmobile to cut playing time in half.

Working much in the same way as the electric automobiles of 50 years ago, the Golfmobile is powered by 4 heavy-duty batteries, which generate 24 volts, enough to propel the tricycle at a top speed of 14 m.p.h. through 36 holes, two complete circuits, on one charge.

The Golfmobile has two speeds forward and one in reverse, is steered with a stick like that of the original Fords. It carries two golfers, has a rear rack for their clubs, takes hills easily. Ideal for most courses, it makes no sound, leaves neither fumes, drippings nor tracks.

The Tamarisk Country Club of Palm Springs, Cal., was one of the first to employ a fleet of the "bugs" and now many courses throughout the country are doing the same, according to officials who recently created Autoette Golfmobile Inc., New York, as the national distributor.

Private owners like to tinker with their Golfmobiles and add such accessories as a canopy, "like a surrey with the fringe on top," or built-in bar, "for the ones who just can't wait for the 19th hole."

The Golfmobile costs approximately \$990 (f.o.b. Long Beach) and has found a ready market among celebrities like singers Perry Como and Bing Crosby, comedian Bob Hope, band leader Phil Harris, economist Bernard Baruch and millionaire Laurance Rockefeller.



Sit-down golfers will also like new Kolapsi Kart, a hand-drawn golf-bag carrier. It folds into a small package when not in use, has seat.

While the Golfmobile is designed especially for the links, Autoette also has 2 similar models for everyday

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

use. The Cruise About is for street use, can be driven by 90% paraplegics. The other model is fitted as a small pick-up truck.

But the Golfmobile is the favorite, or as golfer Perry Como calls it, "the greatest thing since sliced bread."

# People Today

August 11, 1954 \* page 47

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