



Sixth Annual Planet Bicycle Outing, October 4th, 1931.

PLANET BICYCLE CO.

High Grade Bicycle Manufacturers

69-71 QUEEN ST. EAST, TORONTO, Ont.



Price \$50.00

PLANET SPECIAL

A bicycle designed to stand the strain of heavy-duty work. All the well-known features of PLANET design—strength, reliability, durability—are found in this model. Here is a bicycle that will give excellent service for telegraph messengers, delivery boys or collectors.

Specifications

FRAME—22/20", 24/22", 22", 24", 26".
English tubing throughout.

RIMS—Steel, enamelled and striped.

CRANKS—Three piece, B.S.A. axle and cranks with Planet sprocket (chrome plated).

CHAIN—English "Renold," $\frac{1}{2}$ " x $\frac{3}{16}$ ".

MUDGUARDS—Drop side, best quality, enamelled in our factory.

PEDALS—Planet all rubber.

SPOKES—Planet rustless.

TIRES—Dunlop or Dominion Cord, over-size or $1\frac{1}{2}$ ".

SADDLE—Zenith, Motorbike or L77.

COASTER BRAKE—Eadie or Hercules.

HANDLEBARS—Planet extension, Major Taylor (chrome plated) or Kelly.

FRONT HUB—B.S.A.

FINISH—Enamelled black, blue or maroon.

EQUIPMENT—Frame pump, tool bag, spanner, oil can and Fairylite reflector.

SOLD ON EASY PAYMENTS

Planet Bicycle Co., 69-71 Queen St. East, Toronto, Ont.



Price ~~\$40.00~~

PLANET No. 1

Here is a model designed for the boy or man desiring a machine suitable for all round cycling. This bicycle with its ever pleasing lines, glossy enamel finish, high grade fittings, expert design and fine construction has met the unanimous approval of the most exacting riders.

Specifications

FRAME—22/20", 24/22", 22", 24", 26".
English tubing throughout.

RIMS—Steel, enamelled and striped.

CRANKS—Planet one piece.

CHAIN—Renold roller, $\frac{1}{2}$ " x $\frac{3}{16}$ ".

TIRES—Dunlop or Dominion studded.

PEDALS—Planet.

SADDLE—Motorbike, Regal or G45.

COASTER—Eadie or Hercules.

HANDLEBARS—Planet extension with choice of grips.

FRONT HUB—High grade English.

FINISH—Enamelled black, blue or maroon.

EQUIPMENT—Frame pump, tool bag, spanner, oil can and Fairylite reflector.

SOLD ON EASY PAYMENTS

Planet Bicycle Co., 69-71 Queen St. East, Toronto, Ont.



Price ~~\$55.00~~

PLANET No. 2

A high-grade bicycle at a medium price. Built for service or pleasure riding. It retains the features of the Planet No. 1 with a slight change of equipment.

Specifications

FRAME—22/20", 24/22", 22", 24". English tubing throughout.

RIMS—Steel, enamelled and striped.

CRANKS—Planet one piece.

CHAIN—Brampton roller.

TIRES—Dunlop Warwick or Dominion Endurance studded.

HANDLEBARS—Planet extension with choice of grips.

SADDLE—Motorbike Regal or G45.

COASTER—Hercules.

FRONT HUB—English.

PEDALS—All rubber.

FINISH—Enamelled black, blue or maroon.

EQUIPMENT—Frame pump, foot bag, spanner, ~~oil-can~~ and reflector.

SOLD ON EASY PAYMENTS

Planet Bicycle Co., 69-71 Queen St. East, Toronto, Ont.



Price ~~\$28.75~~

PLANET "MODEL"

This Planet "Model" bicycle is introduced to meet the needs of the rider desiring a machine at a very low price. Here is a light speedy machine retaining the snappy appearance and reliability of the Planet. Equipped with a large comfortable saddle, extension handlebar stem, dropside guards, reflector, tool bag, tools and pump, assures the rider of having the latest fittings. This bicycle carries our full Planet guarantee.

Specifications

FRAME—22/20", 24/22", 22", 24".

RIMS—Steel, enamelled and striped.

CRANKS—One piece.

PEDALS—Phillips.

HANDLEBARS—Model with extension stem.

TIRES—Dunlop Challenge, Dominion Mogul.

SADDLE—Olympic No. ~~465~~

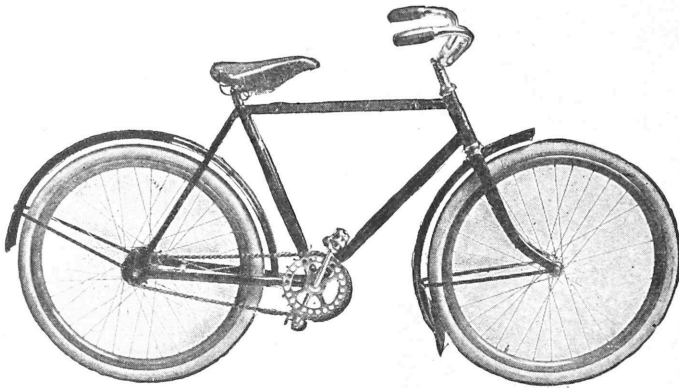
COASTER BRAKE—Hercules.

FINISH—Enamelled black, blue or maroon.

EQUIPMENT—Frame pump, tool bag, spanner, ~~oil can~~ and reflector.

SOLD ON EASY PAYMENTS

Planet Bicycle Co., 69-71 Queen St. East, Toronto, Ont.



Price ~~\$19.95~~

PLANET JUVENILE BICYCLE

Planet juvenile bicycles are built in exactly the same manner as the full-size Planet bicycles. High-class material and workmanship are employed throughout. Suitable for boys and girls from 8 to 12 years old.

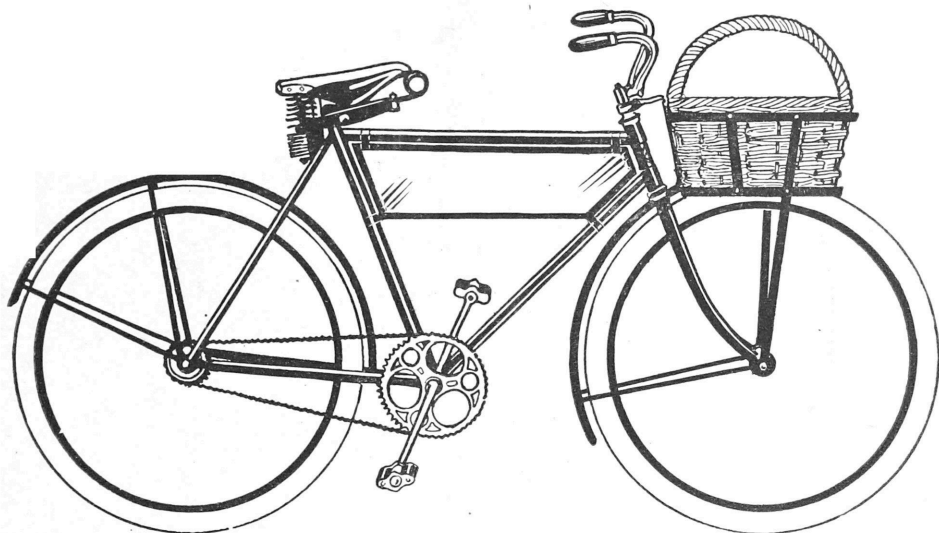


Price ~~\$35.00~~

PLANET LADIES' BICYCLE

The excellence of this machine cannot fail to meet with the utmost appreciation. Strong, yet graceful, rigid and silent, this model embraces all the latest exclusive features of the Planet.

Planet Bicycle Co., 69-71 Queen St. East, Toronto, Ont.



PLANET TRADESMAN'S BICYCLE No. 1

Price, less basket, \$57.50; with basket, \$60.00

The Planet carrier bicycle is exceptionally well-made for speedy, reliable and economical delivery of goods. This machine will give long and efficient service.

Specifications

FRAME—22" or 22/20". Extra heavy tubing of best English seamless stock.
RIMS—Steel, enamelled and striped.
TIRES—Dunlop or Dominion, oversize.
COASTER BRAKE—Eadie or Hercules.
FRONT HUB—Motorcycle type, built up with heavy motorcycle spokes and heavy knock-out type axle.
CRANK—Planet three-piece with Planet Sprocket (chrome plated).
SPOKES—Planet rustless.

CHAIN—Renold.
PEDALS—Planet all rubber.
HANDLEBARS—Planet with forged stem.
SADDLE—Motorbike or Zenith.
FINISH—Enamelled black.
EQUIPMENT—Frame pump, wrench, oil can and tool bag; front carrier; rear carrier and stand. (Sign plate as shown may be had at additional cost.)

PLANET TRADESMAN'S BICYCLE No. 2

Price, less basket, \$47.50; with basket, \$50.00

FRAME—22" or 22/20". Extra heavy tubing of best English seamless stock.
RIMS—Steel, enamelled and striped.
TIRES—Dunlop or Dominion, oversize.
COASTER BRAKE—Eadie or Hercules.
FRONT HUB—Carrier.
SPOKES—Planet rustless.
CRANK—Planet one piece.
CHAIN—Brampton.

PEDALS—Planet all rubber.
HANDLEBARS—Planet with forged stem.
SADDLE—Motorbike or Zenith.
FINISH—Enamelled black.
EQUIPMENT—Frame pump, wrench, oil can and tool bag; front carrier; rear carrier and stand. (Sign plate as shown may be had at additional cost.)

SOLD ON EASY PAYMENTS



PLANET CLUB "A" Price \$~~51.00~~

The Planet Club models will appeal to the cyclist desiring a lighter machine than the regular road models but retaining the same Planet durability and reliability. This we consider the ideal bicycle for pleasure riding and touring.

Specifications

FRAME—22" and 24", with special rear forks and frame stays.
 RIMS—Endric steel, plated, 26" x 1 1/4".
 CRANKS—B.S.A. axle and cranks, Planet sprocket (chrome plated).
 MUDGUARDS—Bluemel celluloid.
 CHAIN—Renold.
 PEDALS—Rat-Trap, with toe clips, or Planet all rubber.
 SADDLE—Brooks racing B17, wide, medium or narrow.

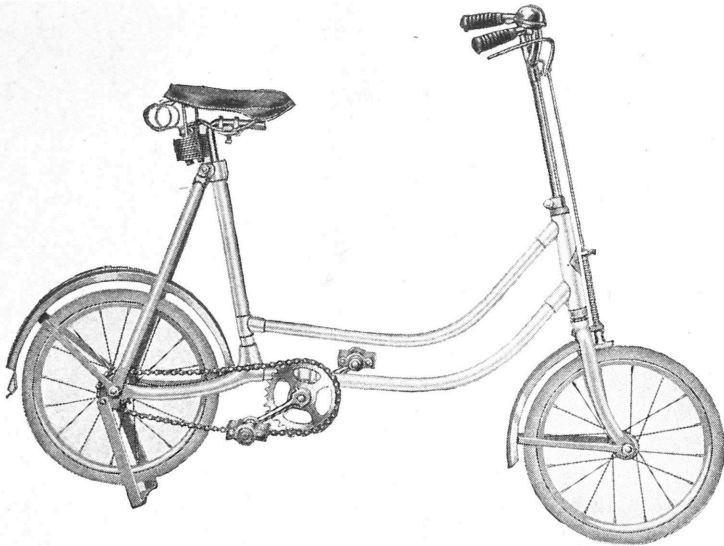
TIRES—English Dunlop or John Bull.
 REAR HUB—Hercules or Eadie coaster or B.S.A. fixed hub with calliper hand brake.
 HANDLEBARS—Planet extension or Major Taylor (chrome plated).
 FRONT HUB—B.S.A.
 FINISH—Enamelled black, blue or maroon and plated front forks.
 EQUIPMENT—Frame pump, tool bag, spanner and oil can.

PLANET CLUB "B" Price \$~~45.00~~

Specifications

FRAME—22" or 24".
 RIMS—Endric steel, plated, 26" x 1 1/4".
 CRANKS—B.S.A. axle with Planet sprocket (chrome plated).
 CHAIN—Brampton.
 MUDGUARDS—Bluemel celluloid.
 PEDALS—Racing.
 TIRES—English Dunlop or John Bull.
 SADDLE—Mansfield.

REAR HUB—Hercules coaster brake or English rear hub with calliper brake.
 HANDLEBARS—Planet extension or Major Taylor (chrome plated).
 FRONT HUB—Brampton.
 FINISH—Enamelled black, blue or maroon.
 EQUIPMENT—Frame pump, tool bag, spanner and oil can.



PLANET CYCLET

A real friend for the kiddies, perfectly reliable and safe, providing pleasure and enjoyment and encouraging healthy exercise. A two-wheel bicycle suitable for riding on the sidewalk.

Built from best quality material, beautifully finished in a glossy green enamel with a neat white stripe. Equipped with hand brake, bell, adjustable seat and handlebars. Suitable for boys or girls, ages 5 to 9 years.

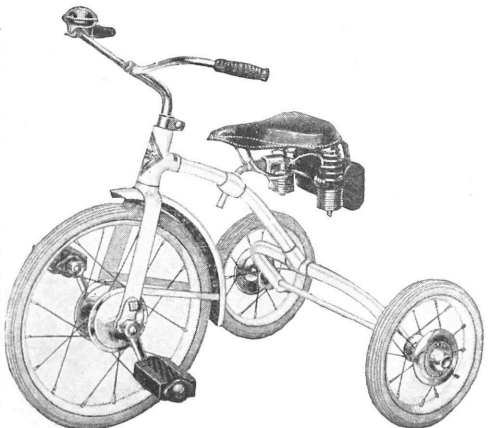
Prices \$12.50 and \$16.00

PLANET VELOCIPEDES

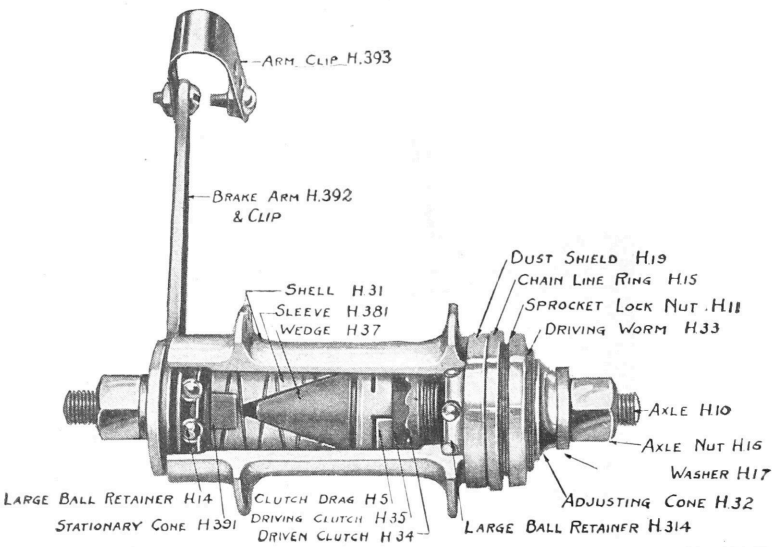
Here is the kiddies' first real pal—a Planet Velocipede. Finished in a glossy green enamel with a neat white stripe and constructed from high-grade English seamless steel tubing, they will give years of service and enjoyment to their proud owners. They are equipped with adjustable seat and handlebars and bell.

Sizes and Models to suit all ages.

No.	41—	suitd for	ages	3 to 5 years...	\$13.75
"	42—	"	"	5 to 7 years....	14.25
"	43—	"	"	6 years and up	15.25
"	10—	"	"	3 to 5 years....	10.00
"	12—	"	"	5 to 7 years....	10.50
"	14—	"	"	6 years and up	11.50
"	20—	"	"	2½ to 4½ yrs.	5.50
"	21—	"	"	3 to 5 years...	6.50
"	22—	"	"	5 to 7 years....	7.00

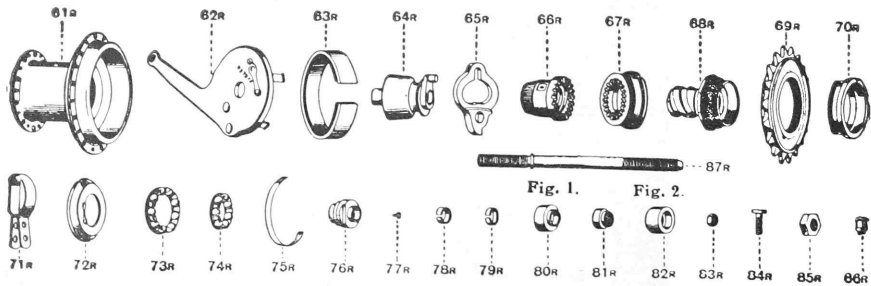


PARTS OF HERCULES COASTER BRAKE



H10\$0.20	H15\$0.15	H32\$0.35	H37\$0.15
H1140	H1610	H3385	H37 1/205
H1260	H1705	H3440	H38160
H31320	H1915	H3540	H39160
H1420	H2010	H5 and H3650	H39235
H31420	H312.25				

PARTS OF EADIE COASTER BRAKE



61R\$3.00	68R\$0.75	75R\$0.10	82R\$0.15
62R1.00	69R75	76R35	83R05
63R75	70R50	77R05	84R10
64R75	71R25	78R10	85R10
65R35	72R35	79R10	86R15
66R60	73R20	80R15	87R30
67R50	74R20	81R15		



DUNLOP RUBBER CEMENT

Small size tubes, each 05c
Large size tubes, each 10c

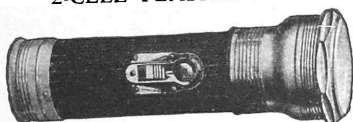


SEALEX

Stops leaks in all kinds of tires, will not injure the rubber.

Price, per tube 25c

2-CELL FLASHLIGHT

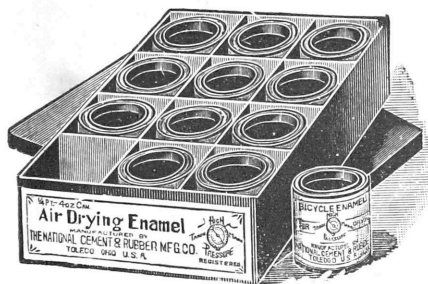


FOCUSING FLASHLIGHT
Enamelled case with plated swivel head for focusing, beam 300 feet, complete with 2 batteries \$1.25



TIRE TAPE

Per roll 5, 10c, 20c and 35c



AIR DRYING ENAMEL

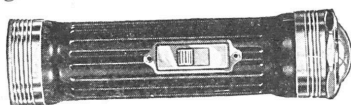
Black, per tin, each 20c
Colors, per tin, each 25c
"Club" Black, in bottles, each 25c and 40c

"JOHN BULL" REPAIR OUTFIT

(British Made)

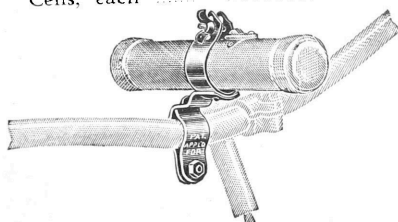


Everything necessary to repair a tire. Will fit in your tool bag. Each 25c



FLASHLIGHTS

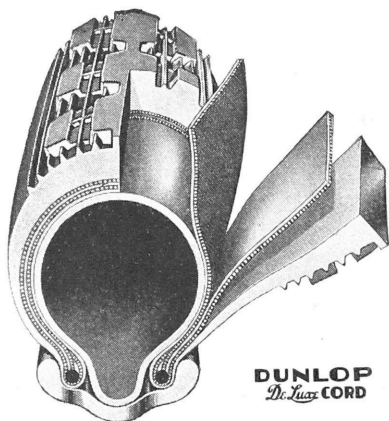
Flashlight complete, 2 cells 98c
Bulbs only, each 15c
Cells, each 15c



FOCUSING FLASHLIGHTS

Focused by moving the knob on the switch.

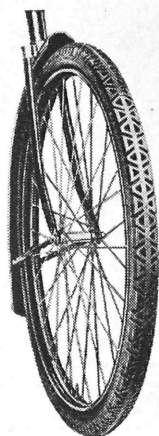
5 cells, beam 1,200 feet, complete with batteries \$3.85
9 cells, beam 1,800 feet, complete with batteries 5.95
Flashlight Bracket 50c



DUNLOP TIRES

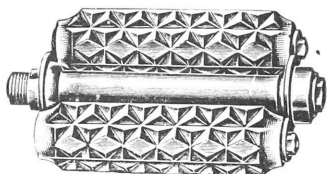
De Luxe Cord Cover, 26" and 28" x 1 1/2"	\$2.25
Dunlop Imperial Studded, 26" and 28" x 1 1/2"	1.75
Dunlop Imperial Studded, 24" x 1 1/2"	1.50
Warwick Studded, 28" x 1 1/2"	1.25
Dunlop Traction "V" Tread, 28" x 1 5/8"	2.25
Dunlop Tubes, 26" and 28" x 1 1/2"	1.00
Warwick Tubes, 28" x 1 1/2"	.75
Challenge Studded Cover, 28"	.95
Challenge Tube, 28"	.65

English Size Covers and Tubes
Quoted on Application.



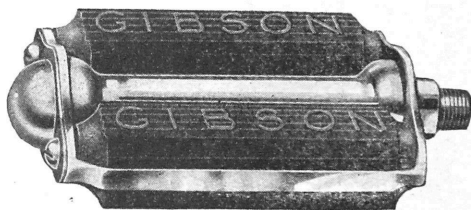
DOMINION TIRES

Royal Master Cord Cover, 28" x 1 1/2" or 1 5/8"	\$2.25
Royal Studded Cover, 28" x 1 1/2"	1.75
Endurance Studded Cover, 26" or 28" x 1 1/2"	1.25
Royal Tube, 26" or 28" x 1 1/2"	1.00
Endurance Tube, 26" or 28" x 1 1/2"	.75
Mogul Studded Cover, 28"	.95
Mogul Tube, 28"	.65



PLANET PEDALS

Per pair \$2.00

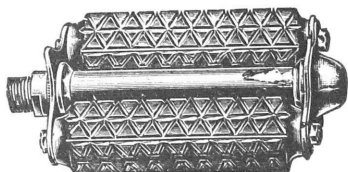


GIBSON ALUMINUM PEDALS

Plain finish, per pair \$2.00

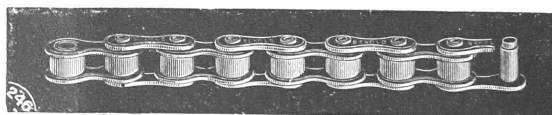


Bicycle cleaning brush, each	.15
Camel hair enamel brushes, each	.15



PHILLIPS PEDALS

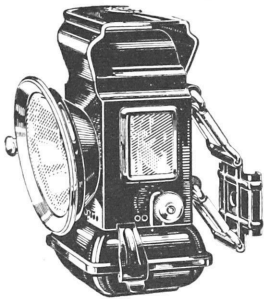
Per pair \$1.00



BICYCLE CHAINS

Brampton roller chain, sizes 1/2" x 1/8" and 3/16" 1" x 1/8" and 3/16", each	\$1.00
Rollfast roller chain, sizes 1/2" x 1/8", 1/2" x 3/16", each	.75

Planet Bicycle Co., 69-71 Queen St. East, Toronto, Ont.

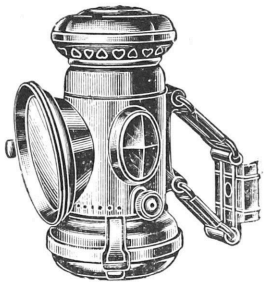


"DEMON" BLACK

Excellent value at a low price.
 Burns burning oil. Black,
 each 50c
 Planet Oil Lamp. Black,
 each 65c
 Planet Oil Lamp. Maroon
 or blue, each 70c



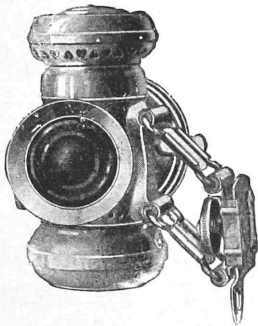
Burner for Powell
 & Hanmer Lamp 15c
 Burner for Miller
 Lamp 15c



**PETRO COLONEL
 No. 6B**

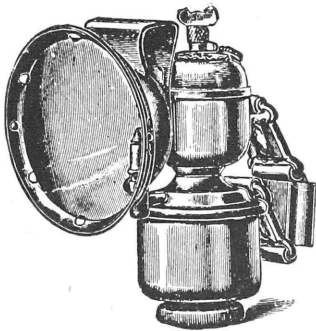
A high-grade lamp, has
 Barton Burner. Burns
 coal oil, each \$1.60

CARBIDE GAS LAMP



**DUPLEX COLONEL
 No. 5B**

Attaches to front hub axle. Has Bar-
 ton Burner. Burns coal oil, each \$1.85

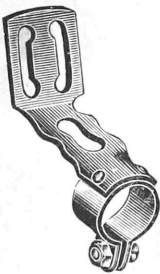


REVENGE

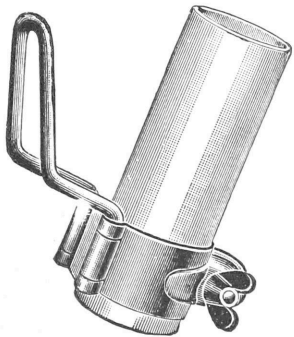
English make, made of brass, plated.
 An excellent lamp at a moderate
 price, each \$1.69



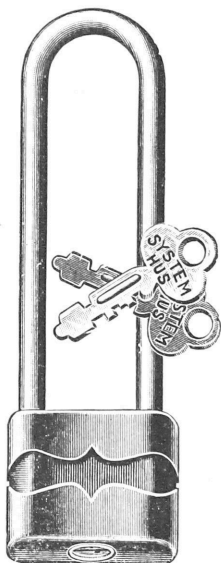
CARBIDE
 High grade.. Tin 20c



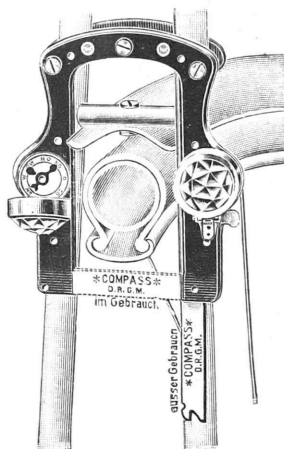
Lamp Bracket No. 206
 Fits forward part of
 Extension Stems.
 Each 25c



Lamp Brackets, assorted pat-
 terns, each 15c, 20c, 25c

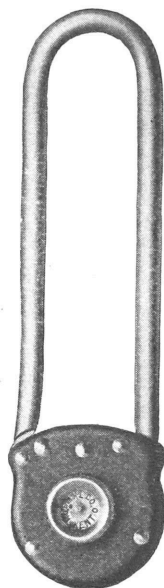


Lock, No. 204L, each 15c

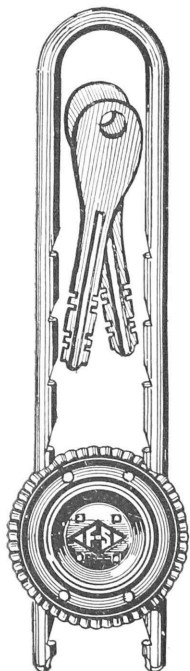


Compass Lock, with re-
flectors, each\$1.00

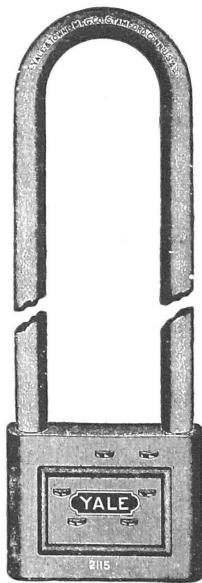
Compass Lock, less reflec-
tors, each 75c



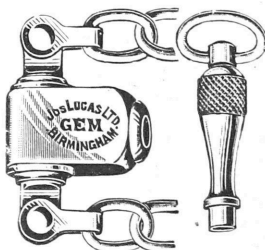
Click combination
lock, each \$1.35



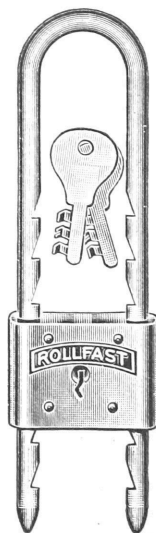
Lock No. 1992 75c



No. 3115J Lock. Each\$1.00

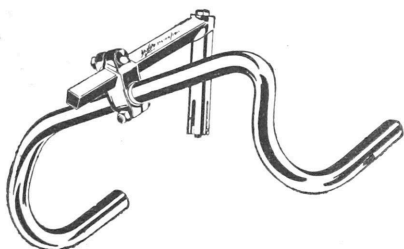


"Gem" Cycle Lock.
All keys different,
each 75c



Lock No. 105,
each 50c

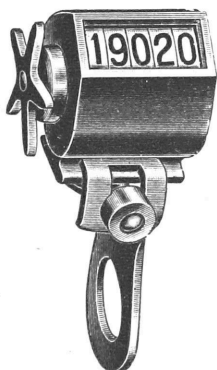
Planet Bicycle Co., 69-71 Queen St. East, Toronto, Ont.



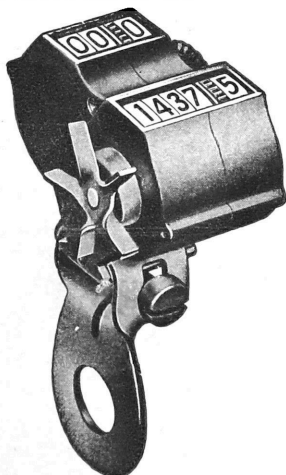
MAJOR TAYLOR HANDLEBARS
Chromium plated, complete with
choice of grips\$4.50



MUDGUARDS
Plain, black, pair\$0.75
Dropside, black, pair 1.00
Dropside, maroon or blue, pair 1.25
Mudguard Braces, single 15c or 25c
Mudguard Braces, double 30c or 40c



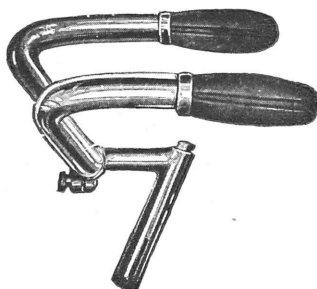
CYCLOMETERS
For 24", 26" and 28"
wheels. "It's nice to
know how far you
go."
"Lion" Cyclometer,
26" and 28", ea. \$1.25
"Veeder" Cyclometer,
26" and 28", ea. \$2.00



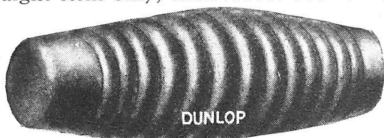
Single and Trip Cyclo-
meter combined,
each\$3.50



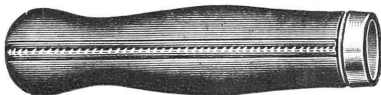
Spokes with Nipples, rustless, highest quality,
dozen 15c



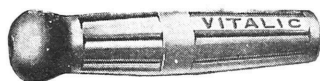
PLANET HANDLEBARS
With extension stem and choice of
grips, pair\$2.75
Extension stem only, each 75c and \$1.00
Straight stem only, each 60c and 75c



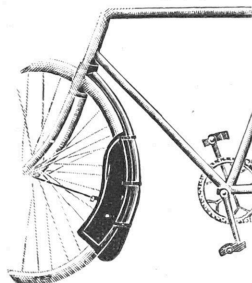
Black Rubber Grips, pair 20c
Red Rubber Grips, pair 25c



LEATHER GRIPS
3 3/4" long 25c
4 1/2" long 30c
5" long 40c



Vitalic Rubber Grips, pair 50c



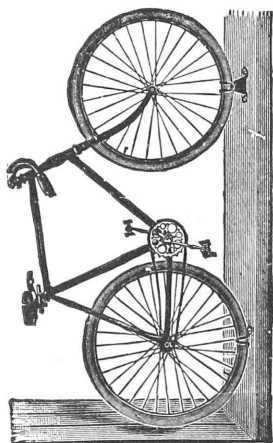
Side Guards — prevent
splashing \$1.00

Planet Bicycle Co., 69-71 Queen St. East, Toronto, Ont.

Carrier and
Stand, black
..... 65c
Maroon or
blue 80c
Web Straps,
30 in. long,
suitable for
carrier.
Pair 25c

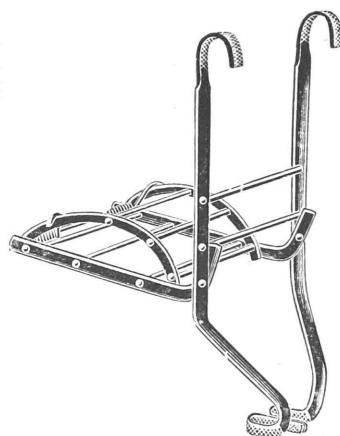
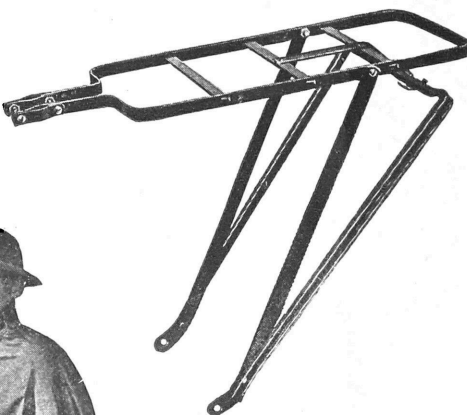


RAIN CAPES AND HATS
Boys, size, each \$3.00
Men's size, each 4.00
Hats, each 1.00



GEM BICYCLE HOLDER

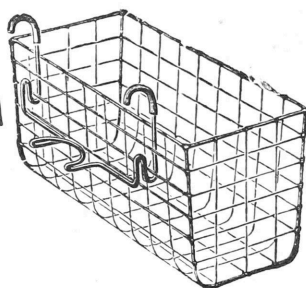
Gem Hook,
leather covered,
with brace.
Price, each 35c



CARRIER

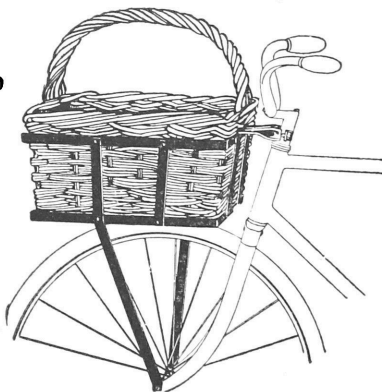
Fastens over handlebars and around Fork which makes it easily removed when not in use, has spring bracket which holds parcels or box rigid, a very popular carrier.

Each \$1.25



WIRE BASKETS

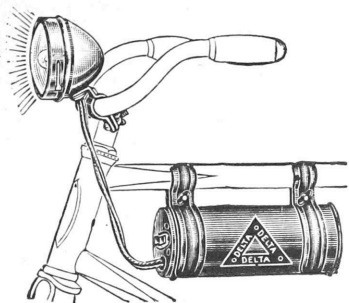
9½" x 8½" x 18",
each \$2.00



TRADESMAN CARRIER

Front Carrier, has an improved adjustable clamp which fastens to the handlebar stem. Made of very heavy gauge steel, size 14 x 20, 6 inches deep. Each \$2.75
Wicker Basket, with handle, 7" deep \$2.00
Wicker Basket, less handle, 13" deep \$2.50

Planet Bicycle Co., 69-71 Queen St. East, Toronto, Ont.

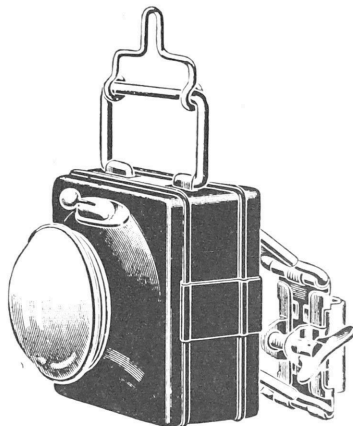


ELECTRIC LAMP
Complete with battery \$2.50



3-IN-1-OIL
1-oz. size .. 15c
2-oz. size .. 25c
Tins 30c

Burgess "Mar-
ine Battery.
Each 50c
Burgess "Brig."
Each 35c

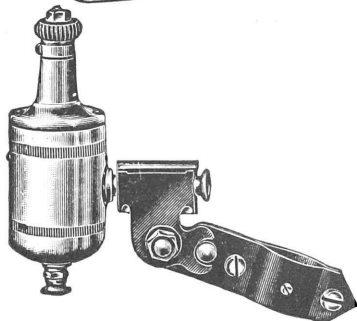
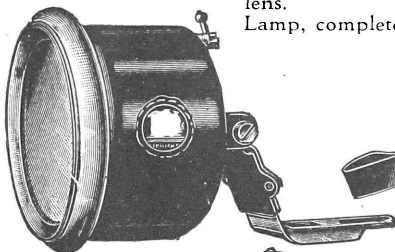


A small and efficient lamp. Takes two unit cells and has a bulldog lens.

Lamp, complete with batteries \$1.00



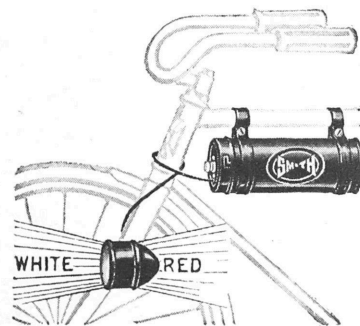
SCHRADER VALVE INSIDES
Single..... 7c Box (5)..... 35c
Valve Caps
Single..... 7c Box (5)..... 35c
ACME VALVE INSIDES
Single..... 5c Box 25c
Valve Caps
Single..... 5c Box 25c



BALACO ELECTRIC MAGNETO LAMP

Finished in black enamel and nickel-plated trimmings.

Lamp, complete with bracket,
less rear light ... \$5.25
Rear light only75

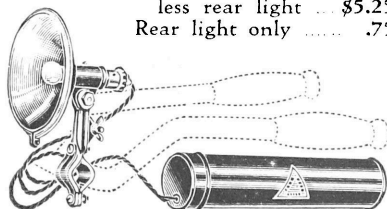


SMITH LAMP No. 52
Complete with battery. Black
only, each \$2.50



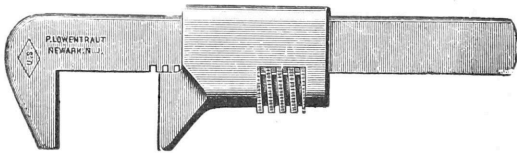
PLANET CYCLE OIL
Bottle 10c
BURNING OIL

Tin 10c and 20c

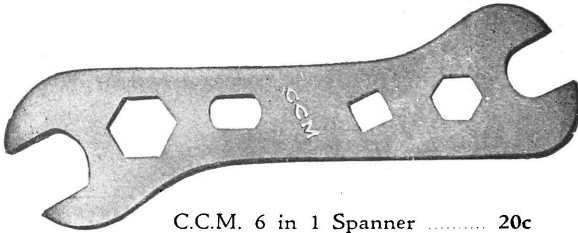


ELECTRIC LAMP
Complete with two batteries ... \$3.50

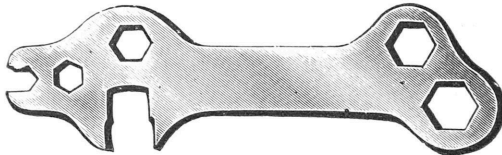
Planet Bicycle Co., 69-71 Queen St. East, Toronto, Ont.



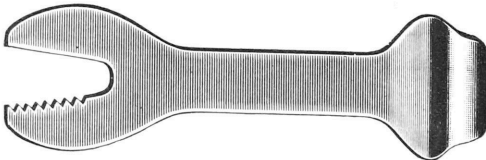
No. 1 Nickel Plated Wrench, each 25c



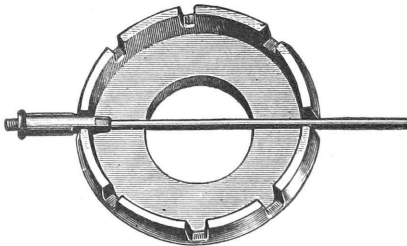
C.C.M. 6 in 1 Spanner 20c



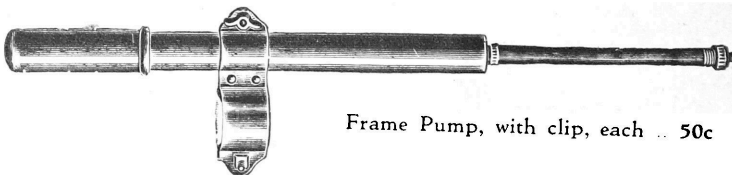
"Planet" Spanner Wrench, each 20c



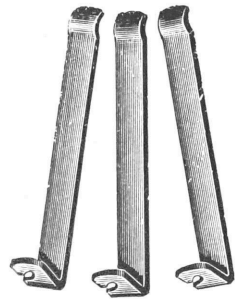
Tire Lever and Cone Wrench, each 10c



Taggart Nipple Grip, each 20c

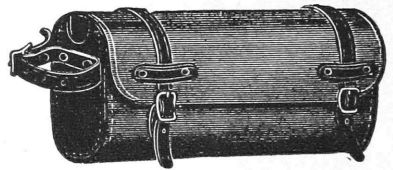


Frame Pump, with clip, each .. 50c

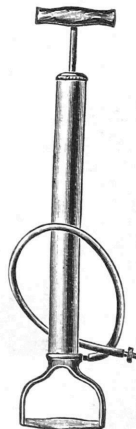


TIRE LEVERS

Sold singly or in sets of three.
Price, each 5c
Price, set 15c



Planet Tool Bag 50c



No. 18 Foot Pump, ea. 75c

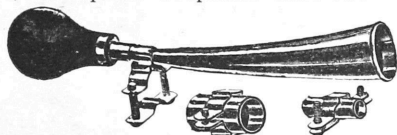


Star Oiler, ea. 15c



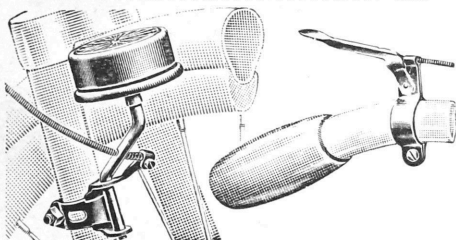
PROPELLERS

Each 20c
Aeroplane Propellers 75c



HORNS

Each 25c



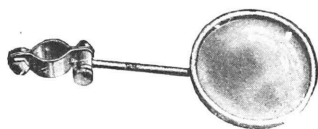
No. 264—Flat top dome bell, operates on tire 60c



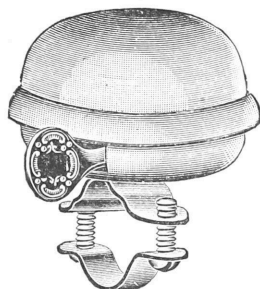
Screech Owl Siren, with extension, each \$1.25



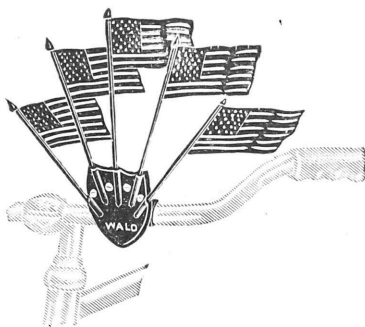
CORRUGATED TROUSER GUARDS
Enamelled black, per pair 10c



Handlebar Mirror, each 40c

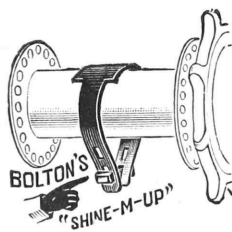


No. 175 with 2" dome, each 15c
No. 250 with 2 1/4" dome, each 25c
No. 300 with 3" dome, each 35c
Boy Scout Bell, each 40c
Flag Bell, each 50c



FLAG HOLDERS

Attaches to handlebar and will hold from one to five flags. Can supply British, Canadian and American Flags.
Brackets only, each 15c
Flags, each 5c



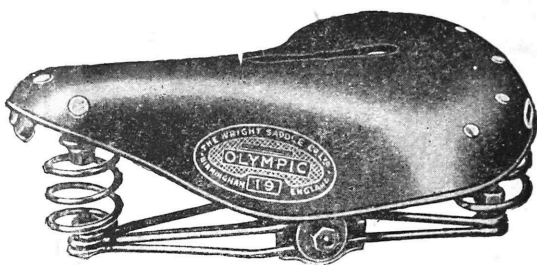
"SHINE-M-UP"
For cleaning the hubs, per pair 15c



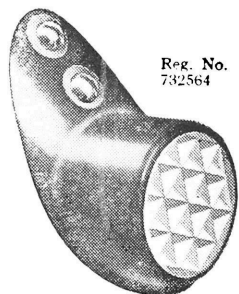
Chain adjusters, pair .. 15c



Motorbike Padded Top
Saddle, each\$3.50



Olympic Saddle, No. 19\$2.00



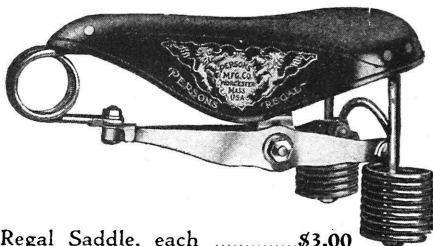
Reg. No.
732564

FAIRYLITE REFLECTORS

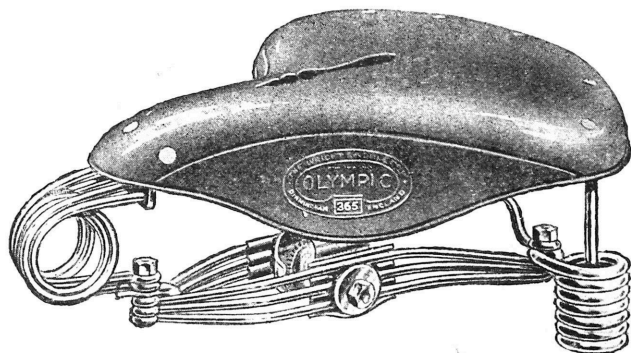
A high-grade reflector.
Fits on plain or drop-
side guards 40c

FAIRYLITE HANDLEBAR REFLECTORS

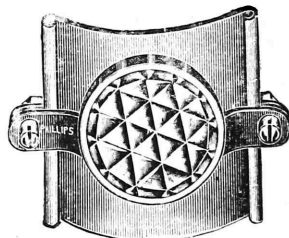
Supplied in either white
or yellow glass. Very
easy to attach to handle-
bars 40c



Regal Saddle, each\$3.00



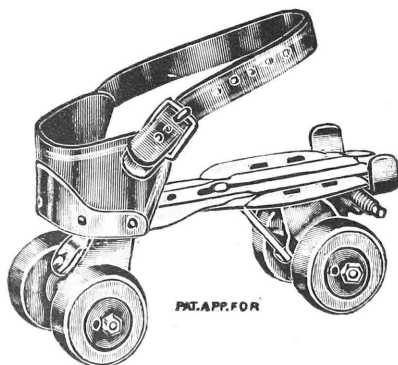
Olympic Saddle, No. 365\$2.50



PHILLIPS REFLECTOR

Supplied with clamps to fit
either drop-side or plain
guards.

Each 25c



ROLLER SKATES

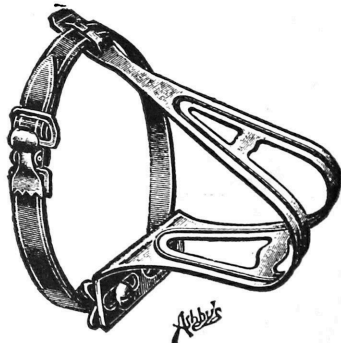
No. 102—Plain bear-
ing with heel and toe
strap, pair\$1.00

Ball bearing with heel
strap and toe clamp,
pair\$1.25

Prince—Ball bearing
with heel strap and
toe clamp, pair\$1.98

No. 15 — Red Disc
ball bearing with steel
back, pair\$2.50

No. 16 — Red Disc
ball bearing with
leather back, pair\$2.75



No. 12 RACING TOE CLIPS

Made of best quality of spring
steel, complete with leather strap
and non-slip buckle.

Price, per pair 60c

