MODEL NOS.

Electric Power 10
871.53690

Celebrity Power 12
871.53310
871.53320

CAUTION:
Read Rules for Safe Operation and Instructions Carefully

• Operation
• Repair Parts

SEARS, ROEBUCK AND CO., U.S.A.
SIMPSONS-SEARS LIMITED, CANADA
8. If you accidentally drop your typewriter, the jolt may have disturbed the insulation system. Before you pick the machine up, disconnect the cord from the outlet to avoid any possible shock and have the machine checked by a qualified serviceman before using it again.

9. The powered carriage return moves quickly and forcefully back to the left margin. Keep your fingers out of its path to prevent injury.

REMOVING TYPEWRITER FROM CASE

Place the case on a firm, flat surface, shallow side down. Squeeze the two metal tabs to the right and left of the keyhole, and open the case. Push up on the release tab located under the latch. Holding the sides of the typewriter, raise the front and pull the machine forward, away from the holding cleat at the rear of the case.

On some models, the carriage is locked in position to provide added protection in shipping. Just move the carriage to the right to release the lock.

To return the typewriter to the case, ease it in back first keeping the front raised a little. Make sure the cleat on the back of the case slips into the slots in the back of the typewriter, then lower the typewriter into place.

Move the carriage to the extreme right. Pull up on the Carriage Lock to move the carriage to about mid-position where it will lock in place.

Before closing the case lid, be sure the typewriter cord is disconnected from the outlet and is completely inside the case to avoid the possibility of cutting the cord and causing an electrical shock.

Closing the case automatically locks the typewriter in place for traveling. Always make sure the two metal tabs on the right and left of the keyhole are fully extended when you close the case.

RULES FOR SAFE OPERATION

1. Make sure you are using the kind of power the typewriter was made for—standard American current, 110 to 120 volt, 60-hz alternating current. The wrong kind of current could cause an electrical short circuit and possible shocks.

2. Before you close the carrying case lid, be sure the typewriter cord is disconnected from the outlet and completely inside the case to avoid the possibility of cutting the cord and causing an electrical shock.

3. Always turn the typewriter off before you open the Ribbon Spool Cover. The typebars are electrically operated and even a very light touch on the keys sends them into operation. If your hands are inside the Ribbon Spool Cover near the bars and you accidentally hit the keys, injury may result.

4. It is unwise to leave any electrical appliance on and unattended for lengthy time periods—there is always the possibility of fire caused by overheating and an electrical malfunction. Always be sure you turn your typewriter off when you have finished typing.

5. Never insert metal objects, such as screwdrivers, paper clips, nail files, etc., inside a typewriter which is plugged in. An electrical shock may result.

6. After a typewriter has been on for some time, the metal covering the motor on the bottom of the machine becomes hot. It is a good idea to check how warm the bottom cover is before you pick the typewriter up so you will not be startled and drop the machine.

7. Always disconnect the cord from the outlet first before removing the bottom cover of the typewriter to avoid possible electrical shocks. The bottom cover of the typewriter should never be removed except by a qualified serviceman.
know your typewriter

1. PAPER RELEASE LEVER
2. CARRIAGE RELEASE LEVER
3. PLATEN KNOB
4. CARRIAGE END COVER
5. CARRIAGE LOCK
6. PLATEN (ROLLER)
7. TAB BAR
8. TAB CLEAR KEY
9. RIBBON COLOR SELECTOR
10. MARGIN-RELEASE KEY
11. ON/OFF SWITCH
12. CARRIAGE RETURN KEY
13. SWITCH LIGHT
14. SHIFT
15. SPACE BAR
16. TOUCH SELECTOR (UNDERNEATH)
17. SHIFT
18. SHIFT LOCK
19. IMPRESSION DIAL
20. BACKSPACE KEY
21. TAB SET KEY
22. RIBBON SPOOL COVER
23. MANUAL RIBBON REVERSE (UNDERNEATH)
24. RIBBON VIBRATOR
25. PRINTING POINT
26. CARRIAGE SCALE
27. PAPER GAUGE
28. PLATEN KNOB
29. VARIABLE LINER SPACER
30. CARRIAGE RELEASE LEVER
31. LINESPACE SELECTOR
32. LINE RETAINER
33. ADJUSTABLE PAPER GUIDE
34. MARGIN STOP
35. ERASURE TABLE
36. LINE INDICATOR
37. PAPER BAIL
38. PAPER SCALE

NOTE:
Follow these simple instructions before using your typewriter...

1. Inspect the carrying case and typewriter for possible damage from handling or shipping. In case of damage, contact the carrier's agent immediately for inspection and an inspection report. Otherwise, we cannot assist in recovering a claim against the carrier.

2. If your typewriter must be returned to Sears for any reason, it must be repacked exactly as received to prevent damage in shipping. (See page 9.)
ELECTRICITY SUPPLIES THE POWER

Make sure you are using the kind of power your typewriter was made for—standard American current, 110 to 120 volt, 60-hz alternating current. The wrong kind of current could cause an electrical short circuit and possible shocks.

After you have plugged the cord into an outlet, just roll the ON/OFF switch to ON and you are ready to type. A small indicator below the switch stays lighted as long as the switch is turned ON. Since leaving any electrical appliance on and unattended for long periods of time always presents the possibility of a fire from an electrical malfunction, be sure you turn your typewriter off when you have finished typing.

REGULATING TOUCH

With the Touch Selector on your new Sears typewriter, you can adjust the tension on the typing keys to match your own typing touch. The selector is on the bottom of the typewriter, under the Spacebar. For a light typing touch, turn the dial toward the L marking; for a heavier touch, turn it towards H. You reach the limit of the L adjustment when the dial will not turn any further; a click indicates the limit of the H adjustment.

Set the Paper Gauge before you insert your paper. Turn the Platen until the white number corresponding to the length of paper you will use is directly over the SET marking. (The illustration shows the right setting for 11" paper.)

As your typing nears the bottom of the paper and the bottom edge of the paper disappears behind the Platen, check the orange numbers over the END marking. The reading shows the number of inches remaining on the paper. The unmarked lines indicate half-inches.

INSERTING PAPER

Set the Paper Guide so you can insert your paper at the same position each time. The Guide slides along the Paper Scale. For most typing, set the Guide at 0.

Place the paper evenly along the back of the Platen with the left edge resting against the Guide. Turn the Platen Knob away from you until the paper is positioned for typing. Rest the Paper Ball against the paper.

When making several carbons, it is a good idea to put the original in back of the Platen alone first, and turn the Platen a notch. Then position the pack of carbons evenly on top of the original, and turn the Platen Knob to position the paper for typing.

Inserting bulky packs of paper is easier if you pull the Paper Release Lever forward, and then slip the paper in back of the Platen, pushing it until it appears in the right position in front of the Platen. Push the Lever back when the paper is adjusted satisfactorily. If paper already inserted needs to be straightened, use the Paper Release Lever in the same way to straighten it.
SETTING AND RELEASING MARGINS
Each vertical marking on the Paper Scale and the Carriage Scale represents one typing space. The markings on both scales are coordinated to make margin setting easier.

Margins can be set before or after you insert your paper. First, determine where you want your typing line to begin. Depress the Left Margin Stop, and slide it until the line on the Stop is over the Paper Scale marking you have selected for the beginning of the line.

When you set the right Margin Stop, a warning bell is automatically set to sound seven or eight spaces before the Stop. This gives you space to finish a word before the Stop is reached. Decide where you want your lines to end; then set the Stop seven or eight spaces after that. Move on to the next line as soon as possible after the bell rings to keep the right margin on your page neat and even.

If you need to type through the right margin to finish a word, depress the Margin-Release (M-R) Key on the upper right of the keyboard and continue typing. If you need to type outside the left margin, depress the M-R Key and hold it while you move the carriage manually or with the Back-Space Key to the desired position.

SELECTING SPACING
Your Sears typewriter is equipped with power carriage return giving you true office-style line spacing. On these models, just touch the Carriage RETURN Key on the right of the keyboard, and the carriage slides back to the left margin and the paper is spaced up in position for the next line of typing. If the carriage is already at the left margin, you can use the RETURN Key for effortless vertical line spacing.

The powered carriage moves back to the margin forcefully. Keep your fingers out of its path to avoid injury.

Each time you depress the RETURN Key, the paper is spaced up the number of lines you choose with the Linespace Selector.

You can set the Selector at 1, 1½, 2, 2½ or 3. Setting at 1 gives you no blank lines between typed lines; at 1½, a half-line between typed lines; at 2, a whole blank line between typed lines; at 2½, 1½ blank lines between typed lines; and at 3, two blank lines between typed lines.

IMPRESSION DIAL
With the Impression Dial on the left of the keyboard, you can increase the force with which the keys strike the paper without changing your typing touch. The dial can be set from 1 to 10; the higher the setting, the harder the keys strike.

The best setting for each typing job depends on the kind of paper used for the original, carbon, and copies. Because of the variety of papers, it is impossible to list the exact setting required for all kinds of typing you may do. In general, low settings are sufficient when using lightweight paper and when making one or two carbon copies. Higher settings are needed when using heavy paper and making more copies or when making masters for use on fluid duplicators.

Type styles also influence which Impression Dial setting is best. With fine-line typestyles, if the setting is high and lightweight paper is used, the keys may hit hard enough to cut through the paper.

By making a few tests, you can determine the right setting for any typing job using any kind of paper.

SELECTING RIBBON COLOR
The Ribbon Color Selector on the upper right of the keyboard regulates which part of the ribbon is used for typing. Push the Lever up to type with the black part and down to type with red. To type stencils, set the Selector at the middle position, where the keys will leave no inked impression.

CONVENIENCE FEATURES FOR FASTER, SMOOTHER TYPING
FORWARD AND REPEAT SPACING
A light touch on the Spacebar moves your typing position ahead one space.

For repeat spacing, just hold the Spacebar down with a little extra pressure. To stop the repeat, release the bar.

BACK SPACING
Depress the Backspace Key when you want to move your typing position back toward the left margin.

SHIFT KEYS
To type capital letters or secondary characters such as $, # or %, shown on the upper half of a key, hold the right or left Shift Key down while you type the letter. Electrically operated, the Shift Keys respond to the lightest touch. To type a series of capital letters or secondary characters, you can lock the Shift Key in position by depressing the Shift Lock until it catches. Release the Lock by touching either Shift Key.
TABULATOR

Any time you need to skip the same number of spaces several times in typing, you save time and energy by using the Tabulator. To type columns or indent paragraphs, for example, move the carriage to the desired spot, and depress the Tab SET Key. Do this for as many tab stops as you need. Each time you want to type at one of these spots, depress the Tab Bar. The carriage will move to each succeeding stop each time the Bar is depressed.

To clear a stop, tabulate to it and depress the CLEAR Key. To clear all stops at once, move the carriage to the right and left while depressing the CLEAR Key. If you are at the beginning of a line, you can also clear all stops by depressing the Tab Bar and CLEAR Key at the same time.

You can clear all stops if you are at the end of a typing line, by pressing the Carriage RETURN Key and the CLEAR Key at the same time.

USE TRANSPARENT LINE INDICATOR FOR... LINING UP WORDS AND SUBSCRIPTS

When you reinsert a previously typed paper or want your typing to line up with a pre-printed form, use the red vertical and horizontal lines on the see-through Line Indicator. First, pull the Paper Release Lever forward, and move the paper sideways until the vertical red line is directly centered over a typed character. Check one of the horizontal lines on the Indicator to see if it is parallel with the typed line. Adjust the paper if necessary. Push the Lever back to its original position.

Press the Variable Linespacer in while you turn the Platen until the bottom of the typed line (or a line for a fill-in form) is even with the lower horizontal red line on the Indicator. Release the Variable Linespacer and you are registered with previously typed material.

Use the top horizontal red line to keep subscripts \( \text{H}_2\text{O} \) throughout a paper consistently even. Just make the bottom of the basic typing line even with the top red line on the Indicator each time you type a subscript.

DRAWING LINES

Draw vertical or horizontal lines in a jiffy by inserting a pencil point into one of the guide holes in the Line Indicator. For vertical lines, roll the Platen; for horizontal lines, move the carriage from left to right.

USE LINE RETAINER AND VARIABLE FOR... CHANGING YOUR TYPING LINE

With the Line Retainer, you can type over or under the basic typing line and then go back to it without lining up again. This is especially handy when you are typing subscripts \( \text{H}_2\text{O} \) or exponents \( \text{E}^2 \).

Push the Retainer back, and turn the Platen to the desired position. Leave the Retainer pushed back while you type the subscript, exponent, etc. When you are ready to return to your original typing line, pull the Lever forward to its normal position, then turn the Platen. When you reach the line, your typing will be in perfect alignment.

To change your basic typing line permanently, press the Variable Linespacer in while you turn the Platen. Release the Variable and your typing line is set at a new position.

AUTOMATIC REPEAT KEYS

The hyphen, underline, X and period keys and the Spacebar are equipped for automatic repeat action. Just hold any of these keys down with a little extra pressure to activate the repeat action. Release the key to stop the repeat.

CARRIAGE RELEASE LEVER

The carriage can be moved freely to any position by using the Carriage Release Lever. Simply grasp the right or left Platen Knob, and press the Lever toward you while sliding the carriage.
RIBBON REVERSE

The ribbon on your portable reverses its winding direction automatically, but you can reverse it manually when you flip the Ribbon Reverse Lever in the opposite direction. The lever is in front of the left ribbon spool cup underneath the Ribbon Spool Cover.

REPLACING RIBBONS

1. Take the ribbon out of the Vibrator by pulling the ribbon down, and sliding it in back of the Vibrator hooks and then up and out.

2. Make sure the typewriter is turned off to avoid accidentally activating the keys and injuring your hands; then left the Ribbon Spool Cover up, and tip it back.

3. Wind the used ribbon onto one of the spools until the eyelet near the end of the ribbon stops you from winding any further. It does not matter which spool you turn, but if one already contains most of the ribbon, it will be easier to complete the winding onto it. You may need to flip the Manual Ribbon Reverse Lever in the opposite direction to do this.

4. Take both ribbon spools out. Unhook the ribbon from the empty spool, and keep the spool; discard the used ribbon and the other spool.

5. Put the new spool and ribbon into the right-hand cup. Make sure the red part of the ribbon is down if you are using a red-black ribbon and that the spool is seated securely. The ribbon should wind onto the back of the spool when the Ribbon Reverse Lever is pushed down toward the keyboard and you turn the spool clockwise.

6. Hook the loose end of the new ribbon to the prong on the empty spool. Wind enough ribbon onto the spool to cover the metal eyelet on the ribbon. Put this spool into the left-hand cup, making sure the spool is seated securely. The ribbon should wind onto the back of the spool when the Ribbon Reverse Lever is pushed up and you turn the spool counterclockwise.

7. Slide the ribbon into the Guide slots in front of each ribbon spool cup.

8. Slip the ribbon down into the Vibrator, pulling it gently forward so it goes in front of the Vibrator hooks. Pull the ribbon a little to the right and left to be sure it is correctly threaded. Take up slack by winding the ribbon onto one of the spools.

9. Replace the Ribbon Spool Cover, and you are ready to type.
CARE AND CLEANING

- Dust off the exterior of your typewriter with a dry lint-free cloth. Remove stains by rubbing gently with a clean cloth dampened with water and a mild detergent.

CAUTION: Certain cleaning fluids may have a harmful effect on the plastic and painted parts of the typewriter. Only use of a detergent is recommended.

- When erasing, move the carriage to the extreme right or left so erasure grit falls out of, not into the typewriter.

- Move the carriage to the extreme right and left and brush off the exposed metal plates.

- Have your typewriter lubricated at least once a year by a Sears trained typewriter technician.

Before you do any of the following, make sure the typewriter is turned off so you cannot accidentally activate one of the keys and injure your hand.

- Open the Ribbon Spool Cover, and brush away any dust or erasure grit that may have accumulated on the typebars.

- Clean the typefaces regularly with a stiff brush or a commercial type cleaner. Use light strokes and brush lengthwise never crosswise on the type.

- Remove the Platen, and wipe the metal plate under it. Clean the Platen and feed rolls under it with an ammonia-base detergent or alcohol. (Refer to the instructions on how to remove and replace the Platen.)

- Before and after cutting stencils, clean the type, Platen and feed rolls.

REMOVING THE PLATEN

The all-purpose Platen Roller on your Sears typewriter can be easily removed for cleaning.

1. Hold the Margin-Release Key down, and move the carriage to the extreme right.

2. Raise the Paper Bail and Erasure Table, and tilt the right Carriage End Cover back.

3. Raise and hold the Platen Release Latch while pulling the Platen to the right and lifting it up and out.

REPLACING THE PLATEN

1. Make sure the carriage is still at the extreme right and that the Paper Bail, Erasure Table and right Carriage End Cover are still tilted back.

2. Insert the left end of the Platen first, rotating it a little back and forth until it fits snugly into the left side.

3. Push the right end of the Platen down until it locks automatically into place.

4. Return the Carriage End Cover, Paper Bail and Erasure Table to their normal positions.
REPACKING

If you must ship your typewriter for servicing, use the original packing materials and follow the repacking instructions below. If you no longer have the original packing, bring your typewriter to the nearest Sears store, or contact us for shipping arrangements. We do not recommend that you ship your typewriter without the original packing materials.

1. Unplug the typewriter cord. Fit the polystyrene pads in the carrying case and put the typewriter in. Press the machine down firmly and make sure it latches.

2. Open the Ribbon Spool Cover. Push down on the Printing Point Indicator until the holes on the right and left of the typing key segment are aligned with the corresponding holes on the right and left brackets beside the segment.

3. Insert one end of the shipping wire through the holes on one side of the segment and bracket; then insert the other end in the other side.

4. Close the Ribbon Spool Cover, and place the interior packing material around it.

5. Check to be sure the cord is completely inside the case to avoid damaging it, and close the case, making sure it is properly latched.

6. Fit the polystyrene packing around the side ends of the carrying case and place the case in the carton.

7. Close the carton and seal it with gummed paper tape. New tape should extend at least four inches over the top edges of the carton.

SEARS ELECTRIC TYPEWRITER
FIVE-YEAR GUARANTEE

During the first year, we will repair the typewriter, free of charge, if defective in material or workmanship.
During the second through fifth years, we will replace any defective parts (except the motor on electrics), charging only for labor.
This guarantee service is available by simply returning the typewriter to any Sears store in the United States.

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Catalog numbers for REPLACEMENT RIBBONS:

Electric Power 10 and Celebrity Power 12

- Red-black: 3699
- Black: 3698

**CAUTION**

THE BOTTOM COVER OF THE TYPEWRITER SHOULD NEVER BE REMOVED EXCEPT BY A QUALIFIED SERVICE MAN.
The serial number is stamped on the bottom of your typewriter on the right side and the model number is on the label on the bottom of the typewriter. Always refer to both numbers in communications concerning your typewriter.

HOW TO ORDER REPAIR PARTS

All parts listed herein may be ordered through SEARS, ROEBUCK AND CO., or SIMPSON-SEARS LIMITED. When ordering parts by mail, selling prices will be furnished on request or parts will be shipped at prevailing prices and you will be billed accordingly.

WHEN ORDERING REPAIR PARTS, ALWAYS GIVE THE FOLLOWING INFORMATION AS SHOWN IN THIS LIST.
1. The PART NUMBER
2. The MODEL NUMBER
3. The PART DESCRIPTION
4. The NAME OF THE ITEM

Your Sears merchandise takes on added value when you discover that Sears has over 2,000 Service Units throughout the country. Each is staffed by Sears-trained professional technicians using Sears-approved parts and methods.

Before you call for servicing, however, be sure you have not overlooked one of the following checkpoints:
- Make sure the cord is plugged securely into a 110-120 volt, 60-hz alternating current outlet.
- Make sure the switch is turned on.
- If the typebars operate but do not print, make sure the Ribbon Color Selector is not in the stencil position.

SEARS, ROEBUCK AND CO., U.S.A.
SIMPSONS-SEARS LIMITED, CANADA