

2 day savings! Excitement! Marker fumes!

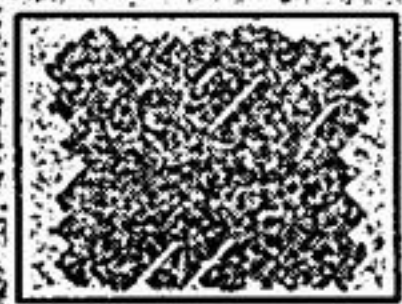


Saturday, Jan. 30 and Sunday, Jan. 31, 1999

Get a Sears Sales Associate to swipe the blank square, then watch the savings appear.



Step 1



Step 2



Step 3

Sears Magic Markdown Event is January 30 and 31. You can save on almost all regular-priced merchandise storewide...depending on your card, up to 60% on selected items. Just pick up a Magic Markdown savings card while shopping, then let a Sales Associate swipe it with a Magic Markdown pen. Within seconds,

you'll see how much you saved. But hurry. This kind of magic doesn't appear very often.

SEARS