

# 30TH ANNIVERSARY SALE

stayin' alive since '75



**sale prices,  
seminars and special financing**

**Check inside for a full listing of exciting events!**

**The celebration starts Saturday, October 1st**

## 30TH ANNIVERSARY SALE

starts Saturday, October 1st

**Fantastic Sale Prices  
Factory Seminars  
Financing for up to 30 months  
Win a flight to Norway**

ADDRESS SERVICE REQUESTED



14123 Hwy. 281 N., San Antonio, TX 78232-4339  
Phone 210-828-3237 | [www.bjorns.com](http://www.bjorns.com)  
Mon-Fri 10 am - 7 pm | Sat 10 am - 6 pm | Sun 12 pm - 5 pm



Dated material. Postmaster,  
please deliver by September 26-28

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**Call 210-828-3237 or go to [bjorns.com](http://bjorns.com) to reserve your spot.**

<b>30th anniversary events calendar</b>	<b>Saturday, Oct. 1</b>		<b>Tuesday, Oct. 4</b>	<b>Wednesday, Oct. 5</b>
	Don't miss the first public premiere of the <b>world's largest (65-inch!) LCD television</b> , from Sharp. (All day.) Confused or have questions about what's happening with TV? Bjorn himself will be giving fun and super-informative seminars on the newest television technology. (11 a.m. and 2 p.m.) <b>In-store party!</b> Milkshakes from Cheesy Jane. Lots more fun. (1-4 p.m.)		Factory experts from <b>B&amp;W</b> will present and demonstrate the brilliant new <b>Diamond Series</b> of loudspeakers. (2 p.m. and 6:30 p.m.)	Factory experts from Mitsubishi and Texas Instruments will discuss and demonstrate the latest in <b>Digital Light Processing (DLP)</b> , one of the biggest breakthroughs in big screen TV technology. (11 a.m., 2 p.m. and 6:30 p.m.)
				
	<b>Thursday, Oct. 13</b>		<b>Saturday, Oct. 15</b>	
	If you think conventional DVD's look good, you're in for an eye-popping treat! Be among the first to experience the amazing quality of true <b>High Definition DVD</b> , presented by <b>Toshiba</b> factory experts. (11 a.m., 2 p.m. and 6:30 p.m.)		Meet noted consumer electronics writer <b>Michael Heiss</b> and hear what he has to say about the latest advancements in home entertainment. (11 a.m. and 2 p.m.)	
	<b>Tuesday, Oct. 18</b>	<b>Thursday, Oct. 20</b>	<b>Fri. - Sun., Oct. 21 - 23</b>	
	A rare opportunity to meet Sandy Gross, designer of <b>Definitive Technology</b> loudspeakers, here for demonstrations and question & answer sessions. (2 p.m. and 6:30 p.m.)	<b>Yamaha</b> factory experts will talk about new astonishing <b>Yamaha digital sound projector</b> (true surround from a single speaker!) and performance-packed receivers. (11 a.m., 2 p.m. and 6:30 p.m.)  The amazing <b>Yamaha Disklavier</b> piano (courtesy of Alamo Music) provides "live" high fidelity entertainment, virtually identical to having a pianist at the keyboard. (All day)	<b>Pioneer</b> factory experts will demonstrate and discuss the new line of <b>Elite plasma televisions</b> . (All day, both days.)	
	<b>Saturday, Oct. 22</b>	<b>Tuesday, Oct. 25</b>	<b>Wednesday, Oct. 26</b>	
	Get the answers you need in a simple, comprehensive way as Bjorn himself presents <b>seminars on how to optimize the performance of your home theater system and how to avoid common mistakes</b> . (11 a.m. and 2 p.m.)	Experts from <b>Sound &amp; Vision</b> magazine will provide an in-depth look at the HD market, including the latest developments in flat panel and micro displays. Representatives from <b>Sony Electronics</b> will also be on hand to demonstrate their new <b>SXRD Grand Wega 1080p HDTV's</b> along with a sneak preview of the exciting new high definition <b>Blu-ray</b> disc format.	In this fun seminar, learn how to get the most from your <b>Apple iPod</b> , including how to distribute iPod music throughout your home. (11 a.m., 2 p.m. and 6:30 p.m.)	
	<b>Thursday, Oct. 27</b>	<b>Saturday, Oct 29</b>		
Get a personalized demonstration of <b>M-Design</b> components and furniture - home theater that looks as good as it sounds. (10 a.m. to 2 p.m.)	Don't miss this rare opportunity to meet <b>Thomlison Holman</b> (the "TH" of "THX") as he explains his fantastic <b>Audyssey MultEQ</b> acoustical correction technology (featured in products from <b>Denon</b> and <b>Phase Tech</b> ) and how it dramatically improves the impact, realism and thrills of surround sound theater. (11 a.m. and 2 p.m.)			

**For more details go to [bjorns.com](http://bjorns.com).**



# 30th ANNIVERSARY SALE

**Save 30%**  
All Omnimount TV stands, when purchased with any television.

## 30th anniversary specials

This is just a tiny sample. Nearly everything in the store is ON SALE at dramatically reduced prices\*

**Free iPod Travel pack from Monster** (\$70 value). With purchase of a Denon S-301 surround sound system. **\$1599.99**

**Free Yamaha DVD Player!** (\$179 value). With the purchase of a Yamaha YSP-1 Digital Sound System. **\$1299.99**

**Save \$50** Sony 5-disc DVD changer. B stock. Full manufacturer's warranty. DVP-NC675B. Was \$150. **\$99.99**

**Save \$200** Yamaha 7.1-channel 910-watt home theater receiver. RX-V2500. Was \$1000. **Sale: \$799.99**

**Save \$200** Toshiba 27-inch HD capable LCD television. 27HL85. Was \$1400. **\$1199.99**

**Save \$1000** Sony 32-inch WEGA HD capable LCD television. KLV-32M1. Was \$2700. **Sale: \$1699.99**

**Save \$1500, PLUS get a Sharp audio system Free!** Sharp 45-inch HD capable LCD television. LC-45GD4U. Was \$6500. **Sale: \$4999.99**

**Save \$200** Definitive Technology 10-inch, 250-watt self-powered subwoofer. PS100. Was \$450. **Sale: \$249.99**

**Save \$250** Klipsch loud-speaker system with matching subwoofer. RSX-3/RW-8. Was \$1000. **\$750**

**Save \$70** Sony home theater system. B stock. Full manufacturer's warranty. HT-DDW670B. Was \$200. **\$129.99**

**Save \$300** Off any Samsung 1080p DLP television.

**enter to Win...**  
a Klipsch Cinema 8 home theater speakers system. A \$1200 value! (No purchase necessary. See store for details.)

**With Bjorn's boyish good looks,** many people find it impossible to believe that he opened his first store 30 years ago! (His secret for staying young? Regular exercise, a diet high in Norwegian favorites such as lutefisk, and the avoidance of impure thoughts.)

The secret for Bjorn's Audio Video's longevity is simpler (and less aromatic). Bjorn's has always strived to deliver the very best values and the highest levels of customer satisfaction. You see it in the brands we offer—a veritable "who's who" of cutting edge consumer electronics, from long-established names such as Klipsch and McIntosh to the latest innovators such as Apple and M•Design.

We've kept pace with your changing lifestyle as well. Today Bjorn's offers a wide variety of products that beautifully and nearly invisibly integrate audio and video throughout your home. And we have a staff of highly trained and experienced craftsmen to install it.



But while so much has changed (including—thankfully—Bjorn's taste in clothing), some things remain steadfastly the same. Among them, our dedication to educating people—through seminars, clinics and radio and TV appearances—about the features and benefits of new entertainment technology.

Finally, it's worth noting that, thanks to your continued support, Bjorn has been able to indulge himself in a business that he truly loves.

But most important, our 30 years of success is entirely attributable to you, our loyal customers. Thanks to your continued support, we've been able to serve San Antonio's music and movie lovers for 30 years, and have a blast doing it.

Thank you

From the very beginning, Bjorn's has been at the forefront of introducing new technology. That tradition continues this month as Bjorn's hosts the first public premiere of **the world's largest (65-inch!) 1080p LCD television**, from Sharp. Thanks to innovations such as a new 4-Wavelength backlight system and the latest generation LCD panel, what you see is the future of high definition. (On display for a limited time, starting Oct. 1st.)



**Save 50%**  
All MODA furniture TV stands, when purchased with any television.

**ALL MONTH LONG!**  
Finance ANY PURCHASE of \$399 or more with **18-MONTH NO-INTEREST Financing**

(if paid in full within 18 months. Minimum monthly payments required.)\*\*

**ALL MONTH LONG!**

Buy a qualified SONY product and take your choice of **18-MONTH Financing** with **ZERO DOWN, ZERO INTEREST** and **ZERO PAYMENTS** or **24-MONTH Financing** with **ZERO DOWN** and **ZERO INTEREST**

(if paid in full in 24 months, minimum monthly payments required.)

**ONE WEEK ONLY! OCTOBER 1-7**  
Buy a MITSUBISHI BIG SCREEN and **30-MONTH NO-INTEREST Financing**

(if paid in full within 30 months. Minimum monthly payments required.)\*\*

**1% of all electronic equipment sales**

made during this event will be donated to the **Alzheimer's Association, the Assistance League of San Antonio and the Bob White Scholarship Fund.**

More specials in the store, **ALL MONTH LONG!**



**enter to Win a flight for two to Norway!**



(No purchase necessary. See store for details.)

\* Limited to stock on hand. There a few brands, which, due to franchise agreements, are not included in the sale. Nakamichi and Bose for example. Special financing is available on these products however.

\*\* On approval of credit. Applies to purchases of \$399 or more made on from October 1 through October 31 (October 1 through 7 for the Mitsubishi offer) on a Bjorn's consumer credit card account. Under the promotion, no finance charges will be assessed on the promotional purchase as long as: (1) you pay the promo purchase amount in full within 18 months (30 months with Mitsubishi offer; 24 months with Sony offer) and (2) you pay, when due, the minimum monthly payment on your account, which includes a required minimum monthly payment on the promo purchase. If you fail to satisfy either of the above conditions, all special promo terms will be terminated and finance charges will be assessed on the promo purchase amount from the date of the purchase. Optional credit insurance/debt cancellation charges on your promo purchase are not deferred and are not subject to the promotional terms. Standard account terms apply to non-promotional purchases. Variable APR is 22.98% as of August 15, 2005. Fixed APR of 26.99% applies if the minimum payment is not made by the payment due date two times in any six consecutive billing periods. Minimum finance charge is \$1.00. Existing cardholders should see their credit card agreement for standard terms. The Sony 18-month offer requires no minimum monthly payments. Promo purchase amount to be paid in full within 18 months. Offer is subject to credit approval by GE Money Bank.



Frost Bank and Paggett, Stratemann & Co. congratulate Bjorn's on 30 years of success.