



# McIntosh brings you

LABORATORY, INC.

## 99<sup>60</sup>/<sub>100</sub> % \*PERFECT AMPLIFICATION

### The 30 watt Amplifier model MC-30

- ✓ Featuring the patented McIntosh Circuit
- ✓ Guaranteed 1/2% maximum intermodulation distortion
- ✓ Unity Coupling for performance plus
- ✓ Beautifully Styled in Black and Chrome
- ✓ Zero VU Line Level or any Tuner will drive to full output



\$143.50

\*All but 0.000016 of power output is a perfect reproduction of input signal at 30 watts, 20-20,000 cycles.

McIntosh, the world's most advanced amplifier, is unequalled for quality reproduction of any sound source. Its unique circuitry provides ample reserve power combined with unprecedented low distortion—1/3% harmonic distortion at all frequencies, 20-20,000 cycles and at any volume, even full power!

Designed for those who expect the finest, the McIntosh MC-30 sets a new standard among amplifiers today. It brings an almost unbelievable clarity of tone—clean, pure living sound. Most important, you can listen to the McIntosh for hours without listening fatigue or irritation. For performance that really makes a difference, enjoy the McIntosh, masterfully crafted for your lifetime satisfaction.



### WHY THE EXCLUSIVE PATENTED McIntosh CIRCUIT brings you purest high-fidelity sound . . .

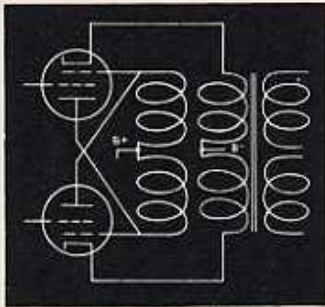
The McIntosh circuit is fundamentally new. It provides practically 100% coupling between primary windings of the output transformer, by winding the primary wires together, or bifilarly. The high efficiency of class "B" amplification can be used for the first time with high quality performance. Wave form distortion, causing listening irritation, due to switching transients between each half of the class "B" amplifier is eliminated at all frequencies.

Before 1947, truly faithful amplified sound was severely limited by: (1) too much distortion; and (2) not enough power capacity. With the invention of the McIntosh circuit, less than 1% distortion became the performance standard which engineers everywhere had been striving to attain.

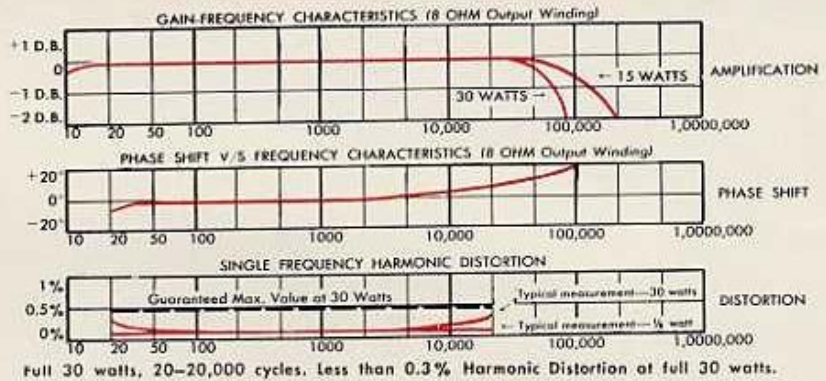
The McIntosh has an inherent large advantage over conventional circuits. By bringing the output tubes electrically four times closer together the impedance is 1/4 that of the conventional circuit. The coupling to the secondary is improved by a similar factor of 4 to 1 since the primary to secondary turns ratio has been reduced 2 to 1. The 1/2 cathode, 1/2 plate loading provides a feedback factor of 12 db, which with additional loop feedback, offers the lowest distortion, most stable power amplifier made.

To date, McIntosh amplifiers *alone* are able to guarantee less than 1/2 of 1% harmonic distortion and less than 1/2 of 1% intermodulation distortion (discordant distortion), for any frequency or combination of frequencies, throughout the audible range, even at full power output.

# The McIntosh Patented\* Circuit, with Unity Coupling guarantees this OUTSTANDING PERFORMANCE



Lowest Noise - 90 db below 30 watts. High damping over frequency range.



\*McIntosh Laboratory, Inc., introduced Unity Coupling to High Fidelity in U. S. Patents 2,477,074 (1949); also 2,545,788; 2,646,467; 2,654,058.

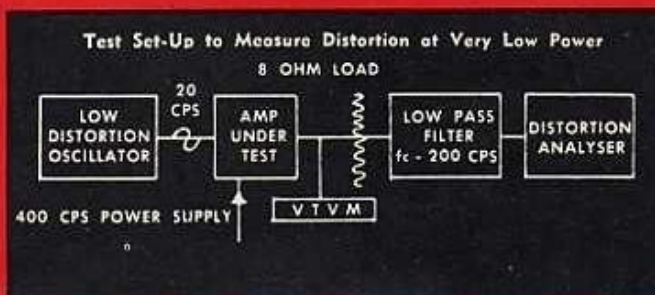
## Compare these Specifications

### MODEL: MC-30 AUDIO AMPLIFIER

Power Supply	117/125 volts, 60 cycles
Power Consumption	135 watts at 30 watts output 105 watts at zero signal output
Power Output	30 watts continuous
Input Level	Input #1 (pin jack and screw terminals and pin 5 of pre amp socket) .5 volts to 30 volts, with gain control Input #2 (pin 2 of pre amp socket) 2.5 volts (for use with McIntosh C-8 Pre-Amp).
Frequency Range	20 to 30,000 cycles $\pm$ .1 db at 30 watts output 15 to 50,000 cycles $\pm$ .5 db at 30 watts output 10 to 100,000 cycles $\pm$ 1 db at 15 watts output
Harmonic Distortion	Guaranteed less than $\frac{1}{3}$ % at 30 watts output or less, 20 to 20,000 cycles.
Intermodulation Distortion	Less than $\frac{1}{2}$ % if instantaneous peak power is below 60 watts for any combination of frequencies 20 to 20,000 cycles
Impulse Distortion	Negligible
Noise and Hum Level	90 db or more below rated output

Damping Factor	12 or better for 4, 8 and 16 ohm output, 16 for 600 ohms
Input Impedance	0.5 meg for 0.5 volt input and 0.13 meg for 2.5 volt input. 20 cycles to 40Kc
Output Impedance	4, 8, 16 and 600 ohms (600 ohm is balanced to ground)
Phase Shift	20 cycles $3^\circ$ 20,000 cycles $9^\circ$
Tube Complement	Rectifier: 5U4-GA Pre-Amp: 12AX7 Phase Inverter: 12AU7 Voltage Amp: 12BH7 Driver: 12AX7 Output: 2-1614
Auxiliary Equipment connection	Designed to power C-8 and other McIntosh Preamplifiers
Size	13" x 8" x 8" high, chassis type construction
Weight	30.5 pounds net
Finish	Chrome and Black

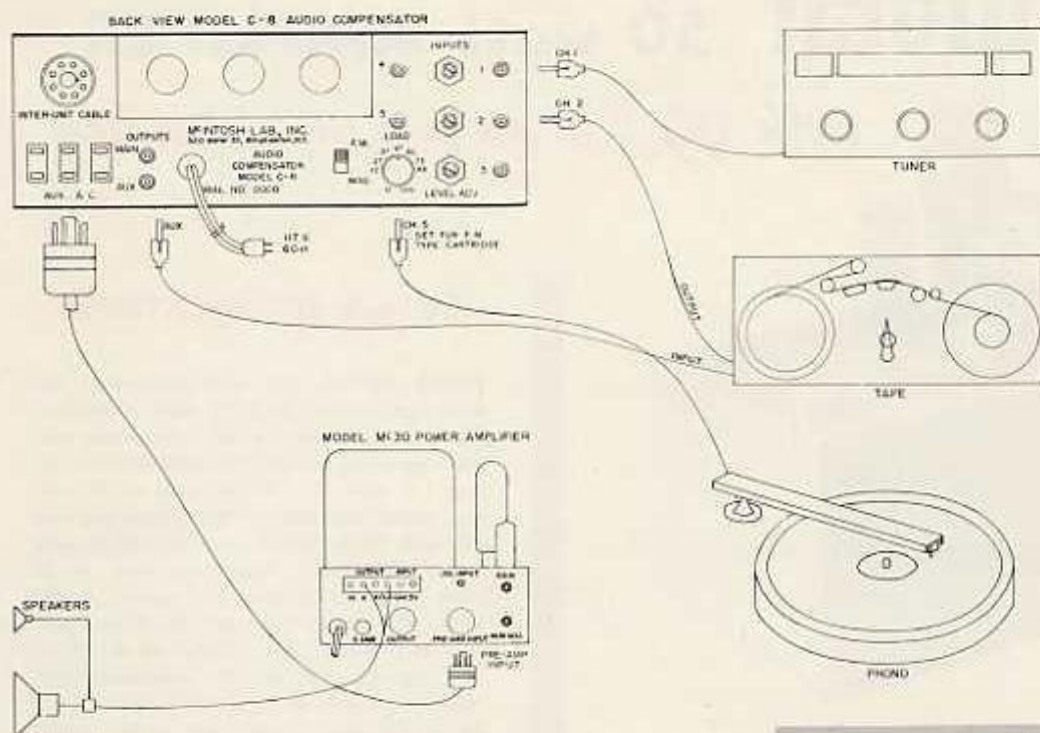
LOW DISTORTION MEASUREMENTS, guaranteed by thorough laboratory tests on each unit shipped.



### TYPICAL MEASUREMENTS

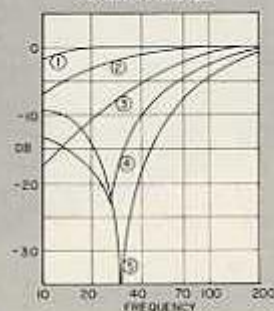
Power Output	Harmonic Distortion
30 watts	.22%
15 watts	.12%
1.5 watts	.11%
157 milliwatts	.11%
15 milliwatts	.11%
1.5 milliwatts	.25% (Noise Level)

## TYPICAL HOOK-UP OF C-8



Any of these curves can be selected in many combinations of Bass and Treble to compensate for any record.

RUMBLE FILTER

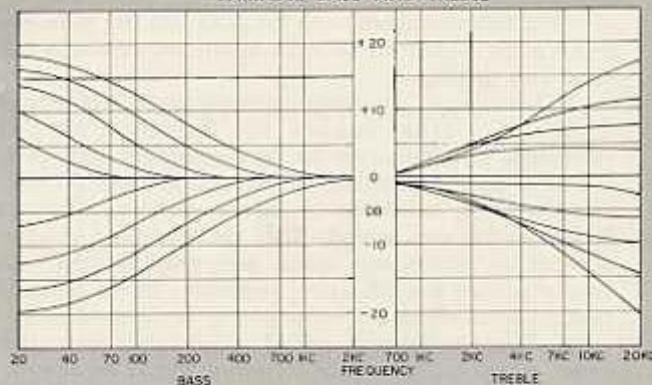


## OUTSTANDING FEATURES OF THE C-8

- Five Bass (turnover) and five Treble (roll-off) compensation switches, to obtain accurately any reverse recording curve or combination of curves, for the ultimate in playback results.
- Separate continuously-variable bass and treble controls for additional FINE compensation control, with five accentuate and five attenuate positions indicated.
- Aural compensator with five positions to reduce volume level, yet maintain proper balance between treble and bass. (Doubles as a loudness volume control.)
- Rumble filter to minimize very low frequency noise from turntables or acoustic coupling effects from loudspeaker to turntable.
- Selector for five program circuits, from tape, TV, tuner, microphone, or any type cartridge.

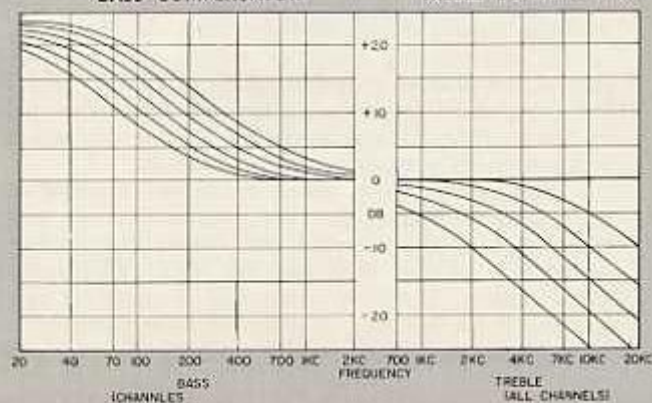
Separate cathode follower drive to Tape Recorder. No switch clicks or pops in any controls. Master on-off switch, can be used to turn entire system on or off. Delivers 4 volts at less than 0.3% distortion over the audio range, 20 to 20,000 cycles, for any setting of the equalizer. Attractive hardwood enclosure, or oversize panel for face mounting. Supplied with connector to obtain power from main amplifier and connect equalizer to power amplifier. Designed to be powered by McIntosh amplifiers. (Self-powered model available.) Allows up to 30 feet separation between C-8 and power amplifier, for 20 to 20,000 cycle operation. Size: 11 $\frac{7}{16}$ " wide, 7 $\frac{3}{4}$ " deep, and 4 $\frac{3}{4}$ " high—wood enclosure dimensions. Size without enclosure: 10" x 7 $\frac{1}{2}$ " x 3 $\frac{1}{2}$ ". Hum level: -110 db, referred to input.

VARIABLE BASS AND TREBLE

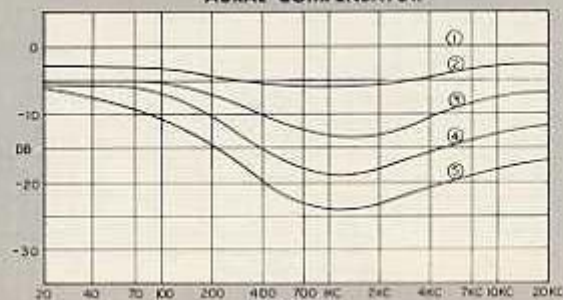


BASS COMPENSATOR

TREBLE COMPENSATOR



AURAL COMPENSATOR



# THE McIntosh 50 watt AMPLIFIER

with  $99\frac{60}{100}\%$  perfect amplification



50W-2 \$249.50

For those satisfied with nothing but the ultimate in high fidelity, it's the McIntosh 50 watt amplifier—unsurpassed for performance and quality.

This unique instrument sets a standard of excellence in amplification, for it has reached the theoretical limit of quality and efficiency. The McIntosh 50 W-2 amplifier, with patented circuit, is the only power amplifier which will produce 50 watts of power at less than 1% harmonic or intermodulation distortion from 20 to 20,000 cycles per second. This measurement insures the complete absence of discordant tones, and provides the purest and most nearly perfect amplification available. There is no increase in distortion even when its extra power is demanded by program material. Since nothing is added to or taken from the input signal, clean, unparalleled reproduction of sound results, bringing out an exquisite realism at low, as well as high, volume levels . . . clear lucid highs, with no peaking; natural, full bass with no booming; thrilling middle range, all there with the McIntosh.

In reproducing music or speech with complete realism, the exceptional reserve power capacity of the 50 W-2 is called upon, for many short intervals per second, even at moderate volume, to re-create faithfully and accurately all the fundamentals, harmonics and overtones present in natural sounds.

Professional users, whose standards of sound are critical, such as leading musicians, record manufacturers, as well as many distinguished installations in homes demanding the finest, acclaim the superiority of the McIntosh 50 W-2. The performance graph shown below, to which every unit is tested, is your guarantee of freedom from listening fatigue—of more listening pleasure, of full dynamic range and of complete realism in reproduced music.

## 50 W-2 SPECIFICATIONS

**POWER OUTPUT:** 50 watts continuous; 100 watts instantaneous peak; 90 watts intermittent; 180 watts instantaneous peak; intermittent middle frequencies. **HARMONIC DISTORTION:** less than 1% from 20 to 20,000 cycles for full output. **INTERMODULATION DISTORTION:** less than 1% from 20 to 20,000 cycles for full 50 watts output. **EFFICIENCY:** final stage 60% at 50 watts. 76% at 90 watts (see curves). **NOISE LEVEL:** 90 db below full output, 70 db when pre-amp used. **GAIN:** Basic amplifier 40 db, 70 db with pre-amp, 90 db with transformer. **FREQUENCY RANGE:** 20 to 20,000 cycles  $\pm 1$  db; 10 to 100,000  $\pm 3$  db (see curves). **INPUT IMPEDANCE:** 100,000 ohms; with transformer 50, 250, 600 or 20,000 ohms. **OUTPUT IMPEDANCE:** 4, 8, 16, 32 and 600 ohms. **DAMPING FACTOR:** 10 or better. **TUBE COMPLEMENT:** Rectifier 2-5U4G, Amplifier 1-12AX7, 2-6J5, 2-6L6G or 5881. **DIMENSIONS:** two units, power supply and amplifier, each  $8\frac{1}{8} \times 6\frac{1}{4} \times 5\frac{1}{4}$ ". **WEIGHT:** 55 lbs. Also available are portable covers and wall mounting brackets. **POWER CONSUMPTION:** 185 watts at 50 watts; 120 watts zero signal. Uses grain oriented cores to minimize low level distortion and save weight. Transformers are potted for long life.

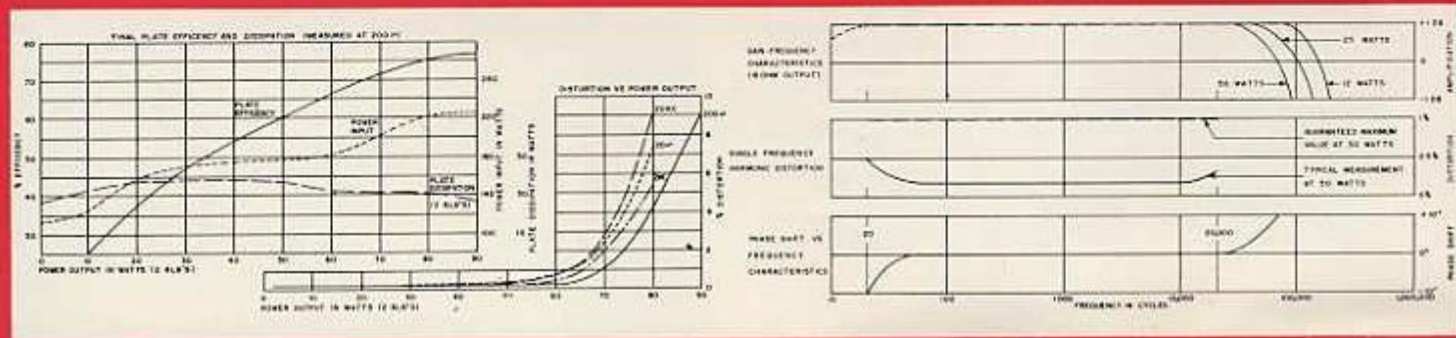


**PLUG-IN PRE-AMP:** Provides additional amplifier gain



**PLUG-IN INPUT TRANSFORMER:** To match or bridge low impedance input lines. Used with pre-amp above.

(above units are available as accessories).



## MODEL C-104

EQUALIZER PRE-AMPLIFIER

*a low distortion  
control center  
for your home  
music system*



An equalizer Pre-Amplifier is the control center of the sound reproducing system. *Low distortion, stability, and adequate frequency response* are as important in the Equalizer Pre-Amplifier as in the power amplifier. The McIntosh C-104 provides these vital features. Circuit arrangement and techniques bring complete freedom from impulse types of distortion. (Turning the unit on and off or changing the level suddenly will not cause amplifier flutter.) There are five input channels, two of which are equalized for use with magnetic cartridges. Stable feedback amplification permits full adjustment of either the treble or bass controls without any amplifier instability whatsoever.

### MORE PLUS VALUES with the McIntosh

**GREATEST POWER** with **LOWEST DISTORTION**, from the exclusive, patented McIntosh Circuit. When used with associated equipment of equal quality, it puts virtually nothing between the artist and the listener.

**NO OBSOLESCENCE:** The distortion and full power frequency response of the McIntosh amplifier is at the point where further improvement is not only unlikely, but if obtained, will produce no increase in listening pleasure.

**LONGER LIFE:** The high efficiency of McIntosh amplifiers means less wear on every component part.

**McINTOSH ACCESSORIES:** Complete and of quality equal to the power amplifier.

**GUARANTEED:** McIntosh amplifiers are sold with a written guarantee to perform as advertised, with standard guarantee on materials and workmanship.

High Fidelity music in the home is rapidly becoming a part of good American living. The audio amplifier is the *heart* of any sound system. As a pioneering manufacturer of high fidelity power amplifiers, we sincerely invite careful comparison of actual performance and quality of our products against those of any other manufacturer. We urge you to make the McIntosh listening test.

Model Illustrated  
C-104a with Mahogany cabinet \$67.50  
C-104h without wood cabinet 61.50

- Bass Accentuate and Attenuate
- Treble Accentuate and Attenuate
- Magnetic Cartridge Bass Compensation with three positions
- Master on-off Switch and Volume Control

Delivers 4 volts at less than 0.3% distortion, 20-20,000 cycles, at any setting. Bass accentuate 20 db; Bass attenuate 20 db; Treble accentuate 15 db; Treble attenuate 20 db. Separate adjustable level controls (potentiometers) for FM-AM tuner and TV Audio. Amplifier connectors supplied. Can be connected so that on-off switch will control both power amplifier and C-104. Size:  $11\frac{5}{8} \times 7\frac{3}{4} \times 4\frac{3}{8}$ " with hardwood enclosure. Control unit only:  $10 \times 7\frac{1}{2} \times 3\frac{1}{2}$ ". Allows up to 30 feet separation between C-104 and amplifier for 20-20,000 cycle operation. Five input channels; TV audio, FM-AM tuner, Low level microphone, High level magnetic cartridge, low level magnetic cartridge.

**MUSIC AGE, INC.**  
HIGH FIDELITY SYSTEMS

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TELEPHONE - DIAMOND 3-8200

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