McIntosh brings you 99\% 60/100\% PERFECT AMPLIFICATION

The 30 watt Amplifier model MC-30

- Featuring the patented McIntosh Circuit
- Guaranteed 1/4\% 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

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—1/4\% 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 windings together, or bilaterally. The high efficiency of class “A” 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 “A” amplifier is eliminated at all frequencies.

Before 1947, only 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 1/4\% 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 tube 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 ½ cathode, ½ plate loading provides a feedback factor of 12 db, which with additional loop feedback, offers the lowest distortion, most stable power amplifier design.

To date, McIntosh amplifiers alone are able to guarantee less than 1/4\% of 1/4\% harmonic distortion and less than 1/4 of 1/4\% intermodulation distortion (dissonant 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 - 99 db below 30 watts, high damping over frequency range.

*McIntosh Laboratory, Inc., introduced Unity Coupling to High Fidelity in U. S. Patent 2,470,074 (1949); also 2,555,906, 2,640,407, 2,651,958.

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 terminal 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 ± 1 db at 30 watts output
  15 to 30,000 cycles ± 0.5 db at 30 watts output
  10 to 100,000 cycles ± 1 db at 15 watts output
- Harmonic Distortion: Guaranteed less than ½ % at 30 watts output or less, 20 to 20,000 cycles.
- Intermediate Distortion: Less than ½ % 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 ohms is balanced to ground)
- Phase Shift: 20 cycles 3°
  20,000 cycles 9°
- Tube Complement: Rectifier: SU-46A,
  Pre-Amp: 12AX7
  Phase Inverter: 12AU7
  Valvoc Amp: 12B17
  Driver: 12AX7
  Output: 2-1618
- Auxiliary Equipment connection: Designed to power C-5 and other McIntosh Preamplifiers
- Size: 13" x 8" x 8" high, chassis type construction
- Weight: 30.5 pounds net
- Finish: Chromo and Black

LOW DISTORTION MEASUREMENTS, guaranteed by thorough laboratory tests on each unit shipped.
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. (Duplicates 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 pass 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 30 to 20,000 cycle operation. Size: 11 7/8" wide, 7 3/4" deep, and 4 1/2" high—wood enclosure. Model without enclosure: 10 7/8" x 7 3/4" x 4 1/2". Hum level: —110 db, referred to input.
THE McIntosh 50 watt AMPLIFIER

with 99.60% 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 institutions 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.

160 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: 10 to 100,000 cycles ±1 db: 10 to 100,000 ±3 db (see curves). INPUT IMPEDANCE: 100,000 ohms, with transformer.

20, 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, 1-565, 2-6L6G or 5881. DIMENSIONS: two units, power supply and amplifier, each 8 3/4" x 6 3/4" x 5 1/2". WEIGHT: 35 lbs. Also available are portable covers and wall mounting brackets. POWER CONSUMPTION: 185 watts at 50 watts; 120 watts zero signal. Use grain oriented cores to minimize low level distortion and save weight. Transformers are potted for long life.

PLUG-IN Preamplifier: Provides additional amplifier gain

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

[Graphs and diagrams]
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 OBSESSIVENESS:** 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.

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**McIntosh Laboratory, Inc.**

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