

The McIntosh Touch



Each McIntosh is handcrafted. Every connection, solder joint, and wire is handcrafted. Handcrafting gives you more value, and more performance. Diligent, nimble-fingered hands busily wire a duplicate of a laboratory sample to insure your enjoyment. Note the neat placement of each part. This means longer trouble-free performance. The highly trained woman wiring this sub-assembly is proud of her work. She skillfully wires and solders each connection. Then she intently inspects each joint and connection. She knows you expect the best.

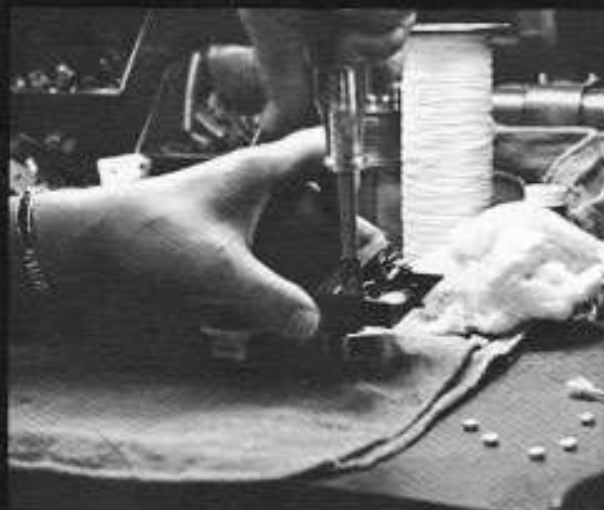


This finished unit is a rigid duplicate of a precision laboratory model. Each girl follows a precision sample when she wires. Each wire, resistor, and capacitor is wired into its specific place. Care and precision are built into each McIntosh. Each girl is responsible for her wiring area. She knows you will not settle for second best. She knows you are as demanding a customer as she is when she shops.

Notice the military type harness wiring used in all tuners. Harness wiring keeps everything in place. Harness wiring keeps alignment accurate. Harness wiring gives you the performance you want.



This power amplifier is getting ready for test. McIntosh power amplifiers are the best. They use a unity coupled bifilar wound output transformer. The output transformers are unique. They are covered by six U.S. patents. Each transformer uses grain oriented silicon steel and triple coated formex wire. This gives more power at less distortion over a greater power bandwidth. Only McIntosh builds its own transformers. Tight, rigid, exacting controls are in effect at all times. You get value that lasts, and lasts, and lasts.



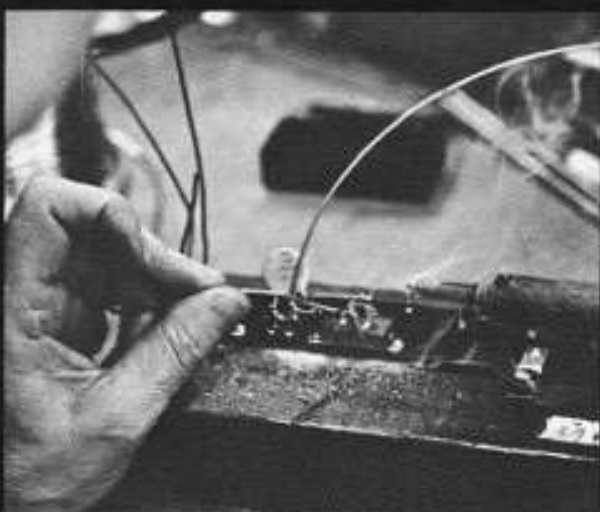
Here a small bracket receives precise attention. The bracket holds a front panel light. Alignment of the bracket for maximum lighting of the front panel is critical. The able crafts-woman checks and re-checks the brackets' placement. When she is positive of exact placement the unit moves on to further assembly. McIntosh cares. No detail is overlooked. When you see a McIntosh you will understand how handsomely this care had culminated. Dedicated, highly skilled and trained women make each unit as if it is going into their own home. Care, precision, and diligence add up to pride of ownership for you.



More parts go into a chassis and soldering becomes more precise. Each woman is highly trained. Trained in the McIntosh way. Training is continuous. Here a tuner is going through the last assembly stages. Each tuner, amplifier, preamplifier is checked from one station to the next. Your tuner, amplifier and preamplifier are checked again and again. This gives you the best possible performance. McIntosh units continue to sound good year after year after year. If you were going to build stereo components isn't this the way you would build them?



In a world of mass produced merchandise McIntosh is a welcome relief. McIntosh products are made with the best materials. Here is a simple dial string pulley. Before this particular type of pulley was chosen it was checked, re-checked, tested, re-tested, to make sure you are getting the best. The tuning of all McIntosh tuners reflects this care. Try tuning a McIntosh tuner. Then you will know why AUDIO magazine, the foremost technical journal of sound reproduction said: "The tuning feel... is the most perfect we have experienced."



Here a slide switch is being soldered to a sub-assembly. The sub-assembly is joined to other assemblies. Each assembly is checked a minimum of seven times. Each assembly meets exacting critical standards. Each assembly is handcrafted. Handcrafting takes time. Nothing comes close to the tolerance, precision, and care that comes from handcrafting. Rather than take a chance, rather than shortchange you, we continue to carry on in the handcrafted tradition. A tradition assuring you the finest performance, reliability, and satisfaction.

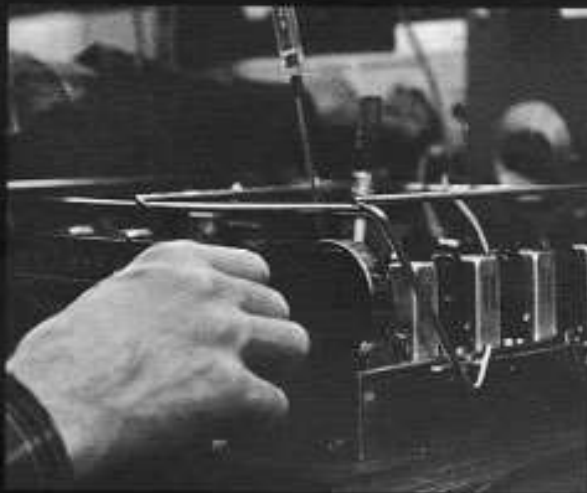


Every mechanical part used in the assembly of units is checked. Here feed through capacitors and preformed solder rings are checked. Nothing is left to chance. Every part must be top quality. Each unit passes hundreds of tests designed to prove it is a McIntosh. Handcrafting makes this high quality possible. There is no rush to keep ahead of an assembly line. There is no rush to meet a demanding production schedule. Time makes a McIntosh what it is. To make a good product takes time. To make a McIntosh takes even longer.



Printed circuit boards are used when it helps performance. Several types of boards were tested. Finally one board met the rigid demands of our engineers. It is a glass epoxy military specification board. We use the board to assure excellence of wiring.

Each part on the board is handcrafted into position. Why? To assure you of quality. This board is used in the MA 230. The entire stereo preamplifier and tone control sections are mounted on this board. This engineering, the kind that gives you value, is our goal at McIntosh.



Here is a tuner undergoing test. This tuner is tested a minimum of 104 times. Each test is designed to give you the best performance. Why so many tests? To make sure each part, each circuit, each detail is up to McIntosh quality. Each and every tuner and amplifier is tested. Each and every unit must meet exacting critical, precision standards. At any point, if something does not meet its performance guarantee, all testing stops. The reason for failure is found. When found it is corrected and then the unit starts through test over again. This is why only McIntosh offers you a money back guarantee of the nationally advertised price if your McIntosh does not meet its published specifications.



Here is a MX 110 getting ready for final assembly. The inside of the dial glass is checked for dust, fingerprints, smudges, or anything that is distracting. This woman is fussy. No other word describes how immaculate a dial glass must be to pass her critical eye. From here the unit moves on to get its front panel. The front panel is checked and re-checked, just like everything in your McIntosh. After a final cleaning and visual inspection the unit is put into a plastic bag to keep it spotless. Then it is put into a scientifically designed shipping carton and then on to you. All these things are done for your enjoyment.