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**A TREASURE CHEST
OF RARE 3-D
DISCOVERIES**
by Ron Labbe

3-D Treasures

The Tune-Master

Here's a rare piece, though it was just released in 1990! The "TUNE-MASTER C-D Viewer" is actually a compact disk disguised as our beloved View-Master! Put out by Enigma Records to promote 17 bands from The Dead Milkmen to Captain Beefheart, it's a very clever piece of merchandising that urges the user to "play reel loud". Inside the sleeve is the die-cut full-color cardboard "viewer". The TUNE-MASTER logo imitates quite well the View-Master logo. When the viewer is unfolded one sees the inside of the viewer and a "TUNE-MASTER Stereo Reel". Now I'm waiting for a 3-D CD for a PC... 



Designed to look just a card holding a current model View-Master, the "Tune-Master" was a limited edition compact disk issued to promote Enigma's recording artists, and is now a collector's item.

The inside of the "viewer" is printed to match the actual inner workings of a View-Master, even though they haven't opened like this since the Model B. The disk it holds does an even better imitation of a View-Master reel, except for the over-size center hole.

