
New Sound and Old Fury

... in Which Former Adversaries Join Forces

If You Can't Lick 'Em . . .

Dear Readers,

During my 8 years of writing *In Depth*, I've been battling *Undercurrent*, the original and best-known diving newsletter.

While I liked to think I had the superior publication, I've always liked *Undercurrent*. It's just that I thought I could do what Ben Davison and his travel editor, C. C., did. Only better. With more travel features. Better equipment reviews. More cutting-edge dive travel. And with better service to subscribers.

But one night I got to thinking: What if we put our experience together and collaborated instead of competing? After all, I knew he had recently stopped writing *Undercurrent*. Just think what we might do if we joined forces. I liked the idea.

I called him. He threw a few verbal jabs. I ducked and weaved. We started talking. Soon, our overriding interests in diving and consumer reporting took hold. We served up olive branches. And then? Well, it may come as a shock to you, but I'm proud to introduce my new publisher: Ben Davison.

Starting in 1995, you'll get more pages of *In Depth*. I'll continue to bring you the best of *In Depth* reviews and reporting. Ben will add his experience and perspective. And C. C. will be there, too.

And did I mention service? It was Ben's pledge to me that you, the subscriber, will be taken care of with an in-house staff of real divers to answer the phone. At last, we'll be able to bring you a publication on time and insure that an address change — or any subscription problem — is handled immediately and conveniently.

Stick around for this next year — it's going to be great fun. I'm fired up. In addition to having more space to dish up some hot stuff, we've got some new ideas and features that are sure to shake things up in the dive world. And now, if I disagree with Ben Davison, we can duke it out right here in the pages of *In Depth*!

Best regards,



John Q. Trigger
Editor

... Buy 'Em Out

Dear Fellow Divers,

For 18 years, I wrote *Undercurrent*, the granddaddy of dive travel newsletters. While I have no doubt that I wrote the better publication, this Triggerfish editor at *In Depth* was always nipping at my fins — getting a scoop here and there that I didn't, sometimes getting to a new destination before I could — and his *#@# Octopus

equipment editor was reporting on new products with expertise far better than mine.

I don't write *Undercurrent* anymore. That's history.

Now things are going to get even better. The founders of the world's only two private newsletters for scuba divers — *Undercurrent* and *In Depth* — have joined forces.

By joining him, I'll be able to continue to bring you the hard-hitting investigative information you need as a serious diver, the kind of information I brought to *Undercurrent* for 18 years. And I'll bring you my travel editor, C. C., and most of the other writers who assisted me. We'll join *In Depth's* savvy staff, which includes the best equipment editor around.

We're going to turn up the heat even more in *Ben Davison's In Depth*. Expanded. Harder hitting. More informative than ever.

And, unlike my last publication, where the publishers wanted to censor what I wrote, I own this one.

Now no one can stop us from telling the truth about diving and the diving industry — good or bad. So stay tuned. It's going to be fun. It's going to be hot.

Sincerely,

Ben Davison
Publisher