

Welcome to MAD CITY COMICS NEWS

Volume 1 Issue 1

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Reads
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Free Comic Day

Declared a Huge Success in Moncton & Saint John

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Mad City Comics

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Special points of interest:

- * Did you know that we have shipments arriving every Wednesday from Diamond Comics Distributors Inc.?
- * Did you know that you can set up an account so all of your favorite issues will be waiting for you when you visit the store, and save money at the same time?



Customers young and old crowded into both stores on Saturday, May 6th for Free Comic Day celebrations. The free comics and figures went quickly, and the cake in Saint John and the BBQ hot dogs in Moncton were enjoyed by all.



Steve and the gang in Saint John and Mike and the gang in Moncton would like to thank everyone who came in to our stores and made this event a great success for us. It was great to see so many of you drop by during the day, and we were quite excited to see lots of new faces.

Special thanks to Corey Fiander of Frito Lay for supplying us with potato chips and Ron MacRae for the great air-brush tattoos at our Saint John store.



Canada Day Sale

The owners say it is too soon after Free Comic Day for another big sale, but the rumor is that they are going to be on vacation July 1st, so we are saying "what the heck", let's do it!!!

Plans are in the works for a big "Canada Day" sale to celebrate Canada's 139th birthday. (See back page for special [Coupon](#) offers).

We will be offering 10% off your purchases on July 1st if you have a Canadian flag painted on you somewhere (please make sure it is easily visible, we don't want you embarrassing our staff).

Come into the store wearing a Canadian Flag as a cape and performing your best impersonation of Captain Canuck, you'll receive 25% off your purchases (of course you realize we will want a picture!!!).

Make sure to get there early to grab a piece of birthday cake that we will have on hand at each store, and join us in the celebrations.

Mark July 1st on your calendar, stick a note on your fridge, tie a string around your finger, paint a Canadian flag on your little brother's forehead, do whatever it takes to make sure you get there early to get your hands on the best deals!!!

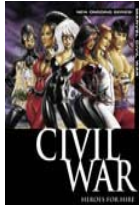
Captain Canuck here, telling you not to miss this great sale!!!!!!



Moncton

Civil War #1

Hot new controversial story from Marvel



Wolverine Origins

Wolverine's hidden past is finally revealed to us



52

DC's first weekly in years, hot on the heels of the hottest mini-series of the year

Saint John

Flash, the Fastest Man Alive

#1

Who is the new Flash?



Ultimate Spider-man #97-102:

The Ultimate Clone Saga

Bendis retells Marvels infamous tale for a new generation

Forgotten Realms:

Dark Elf—Homeland & Dark Elf— Exile

See the origin of Drizzt Do'Urdan in comic book form in these first two trade paperbacks of this trilogy, with the third part "**Sojourn**" coming soon!!

Staff Picks

The Literacy Connection

(Comics and Contemporary Novels)



Most fans of DC's Vertigo line will instantly recognize the name *Neil Gaiman* as the author of the acclaimed "Sandman" line. He is also the writer behind Marvel's "1602" and will be doing Marvels new series "The Eternals".

Gaiman also has more than a few novels under his belt. More recognized titles include "Neverwhere" and "American Gods".



One of his lesser known, yet remarkable books is the one he wrote with popular comedic fantasy author, *Terry Pratchett*. "Good Omens: The Nice and Accurate Prophecies of Agnes Nutter",

Readers Write

is a comical version of the coming of the anti-Christ and the wacky mishaps as the four horsemen ride and Armageddon looms in the distance. This is a must read for both *Pratchett* and *Gaiman* fans. The comical styles of both authors make for a wide variety of amusing scenes and surreal characters.

"I have been a loyal customer for over a decade for one reason only - "no worries". While I have moved all over North America literally from Canada's Arctic to southern Georgia, you guys have never missed a beat. My order is always right and delivered without mistakes, just like clockwork. Thanks for the good work guys, keep it up.
David Allen
Mad City Customer since 1996

Written and submitted by *Joshua Smith*

"We can't all be heroes because somebody has to sit on the curb and clap as they go by"

Will Rogers

Small Press Spotlight

This month's "Small Press" Spotlight focuses on Slave Labor Graphics (SLG) Publishing, a comic publishing company based in San Jose, California. Dan Vado, a two-time comic shop owner, who came to the realization that comics were merely "paper, ink, and staples," founded SLG in 1986.

In 1995, SLG expanded to include Amaze Ink, an imprint for all-ages humour and adventure comics like "Samurai Jam", "Bombaby", and "Super-Scary Monster Show" in addition to their standard diverse line of comics and graphic novels like "Lenore", "Johnny the Homicidal Maniac", and "Bear", which can have more grown-up themes.

With SLG entering its 20th year, they shocked the comic industry when they reached a deal with Disney



to produce original comics based on some of Disney's most popular properties. Late 2005 saw the release of "The Haunted Mansion #1". In May 2006 "Tron #1", a series based on the classic film and video game was released and comics based off the popular cartoon "Gargoyles" will hit shelves in June of this year!

If you are looking for something new to read, we suggest you look for titles by SLG (www.slavelabor.com) and other small presses on the shelves at Mad City Comics.

Written & submitted by *Chris Duffield*

“Literacy Lady” versus “Mad City Guardian”



Selina Ashurst
“Literacy Lady”

If you have been in the Saint John store in the last couple of months, you might have noticed a change. We have a new Manager, who during normal times goes by the name of “Selina Ashurst”. However, with little notice or warning, she will often transform into her alter, “Literacy Lady”. Able to talk at length about authors such as Margaret Atwood, Stephen Leacock, or Mordecai Richler, she has

been known to offer blank stares when customers come in to talk to our own Steve Henderson, aka “Mad City Guardian” about the latest releases of Comics, RPG & Magic Cards.

With Literacy Lady working hard to educate us on the virtues of spending time with the great literary classics such as “Catcher in the Rye”, “To Kill a Mockingbird”, and other great works, and Mad City Guardian eagerly telling us about the latest offerings from Marvel & DC Comics, there have been some interesting exchanges at times,

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Vote for best “Mad City Comics” store

Which store is best, Moncton or Saint John?

We want to know what you think. Send us an email to madcity@shopreads.com and let us know who you vote for.

Is it the staff, the selection, the weather? Let us know!!

Steve and Mike are eager for the chance to wave the “Best Store” flag, so let’s hear from you!!!

Moncton

6 Grand Prize draws of 2 free yearly comic subscriptions

Drew Nickerson • Richard Estabrooks • Chris Langille • Tom Bowser
Dennis Leblanc • Dan Leblanc

Managers Special draw of \$50 M.C.C. back issue money

\$10 M.C.C. money, 3 month free comic subscription
25% off any statue or action figure coupon

Tavin Matchett

1st prize draw of giant Spider-Man statue

\$25 M.C.C. Back Issue Credit

Stephen Mellish

2nd prize draw of boxed Anime DVD set

\$20 Back Issue Credit

Donald Hachey

3rd prize draw of Family Guy deluxe boxed set

\$20 United Book Exchange money

Mark Eveleigh

Who will be the ultimate winner in this new struggle for power in Saint John???

Will Mad City Guardian be able to resist the flowery prose and literary phrases Literacy Lady uses that threaten to sap his long-established powers as the Superhero of choice by avid comic and RPG fans in the Greater Saint John area??

Or will Literacy Lady be weakened by the measured and careful approach of Mad City Guardian as he regales her with the exciting world of fantasy and adventure that he and his loyal fans discuss at length every day at his domain at 25 Charlotte St?

And what will happen to Chris Duffield, aka “Clerk Boy”? Will he be able to survive this epic struggle for power, or will he be forced to pick a side between the forces of Literacy or Fantasy?

Stay tuned for more details on the adventures of the on-going struggle for power and control at Mad City Comics in Saint John between Literacy Lady and Mad City Guardian!!!!

P.S. Make sure to drop by the store at 25 Charlotte St. in Saint John on July 1st to offer words of encouragement and show Mad City Guardian and Clerk Boy your support.



Steve Henderson
“Mad City Guardian”

“Free Comic Day” Winners

Saint John

Grand Prize Winner of 2 Free Yearly Comic Subscriptions

Shawn Carter

Managers Special Draws

\$50 Back Issue Credit • Josh Levy

25% off Statue or Action Figure • Mark Hutchins

3 month comic subscriptions

Alex Wilkie • Mikey Walsh • Marlee Beale

Peter Swedersky • Amanda Evans

1st Prize Winner of Marvel Legends Action Figure Pack

\$25 Back Issue Credit

Mike Cyr

2nd Prize Winner Scrapped Princess Anime DVD

\$20 Back Issue Credit

Robert Hunt

3rd Prize Winner of Mutant Stewie Action Figure

\$10 Back Issue Credit

Mike Daily

Welcome to
MAD CITY COMICS NEWS



Canada Day Coupons

Buy Three Back Issues, Get The 4th Free



Buy any three Back Issues in stock, and get the 4th free
(Three back issues must be of equal or greater retail value than the 4th back issue)

One coupon per customer per visit
Coupon cannot be combined with any other in-store specials

Coupon valid on July 1st, 2006 only
Coupon has no cash value (w1)

\$5, \$15, or \$25 Off Your Purchase



Buy \$20 or more of merchandise at regular price, get \$5 off
Buy \$50 or more of merchandise at regular price, get \$15 off
Buy \$100 or more of merchandise at regular price, get \$25 off

One coupon per customer per visit
Coupon cannot be combined with any other in-store specials

Coupon valid on July 1st, 2006 only
Coupon has no cash value (w2)

Magic Cards & RPG



Buy three packs of Magic Card Booster packs at regular price, get the 4th free
"or"

Buy one RPG at regular price, get 50 % off the 2nd RPG
(4th Booster Pack or 2nd RPG must be of equal or lower retail value)

One coupon per customer per visit
Coupon cannot be combined with any other in-store specials

Coupon valid on July 1st, 2006 only
Coupon has no cash value (w3)