



HI.
MY NAME IS
ARCHIE
ANDREWS.

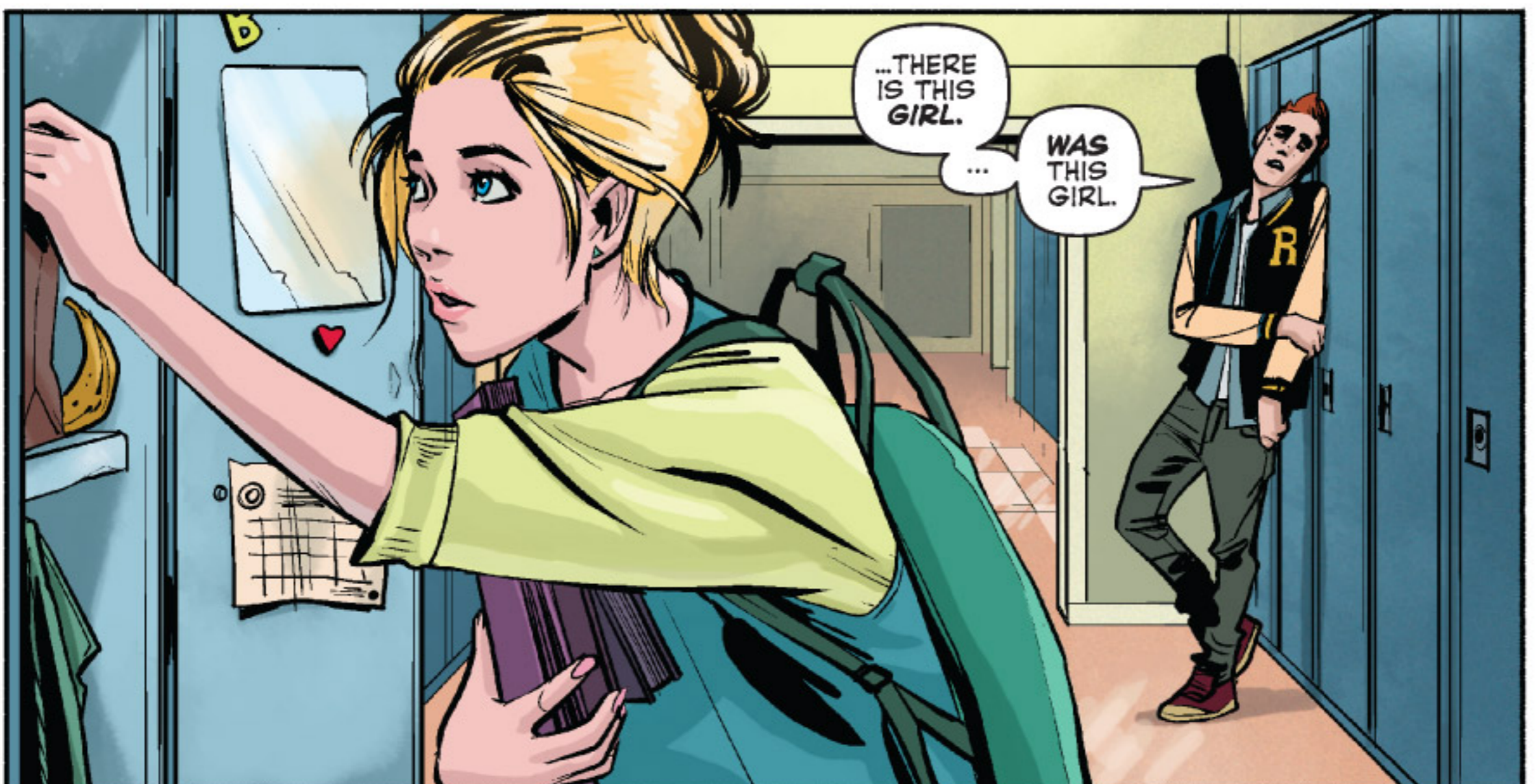
WELCOME TO
RIVERDALE.

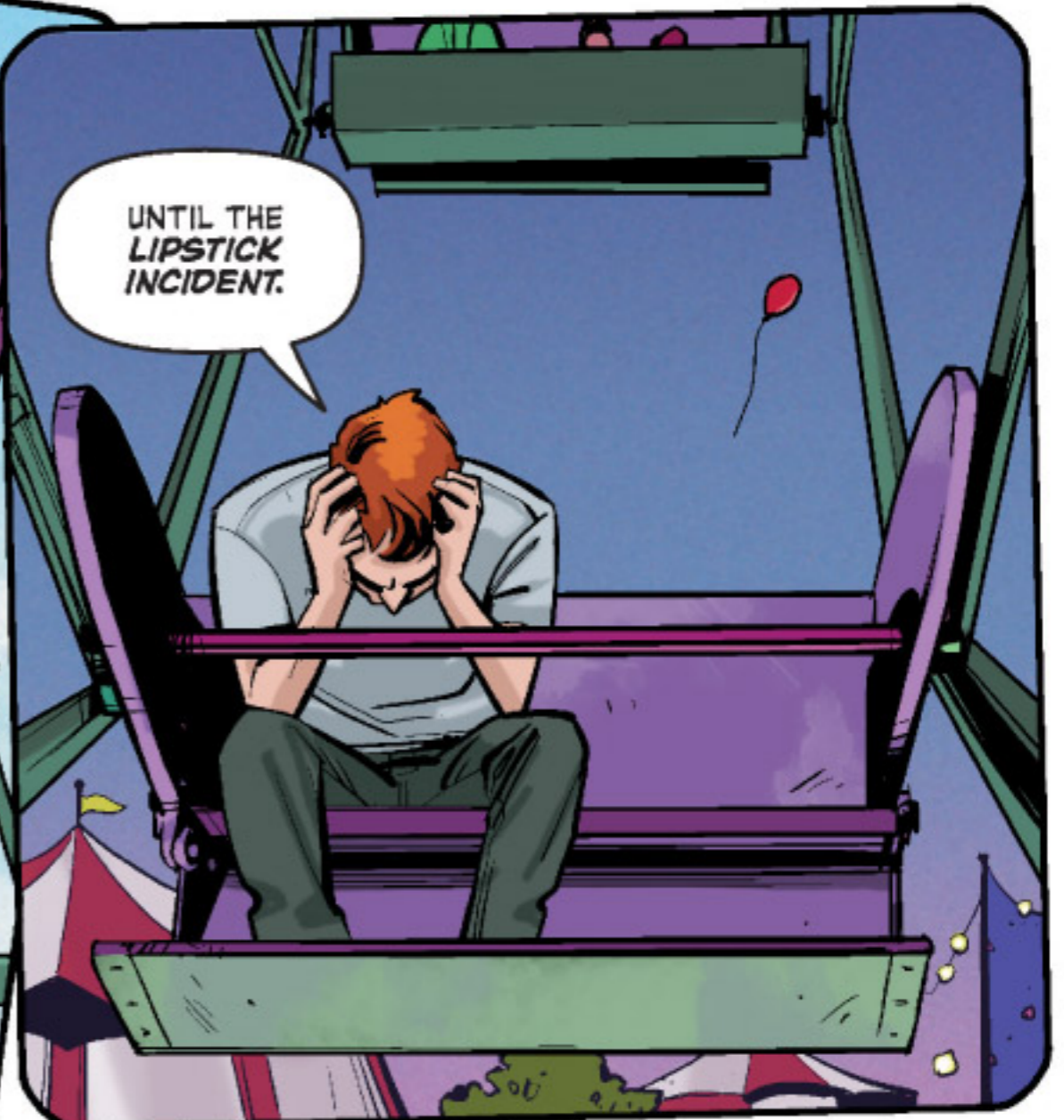
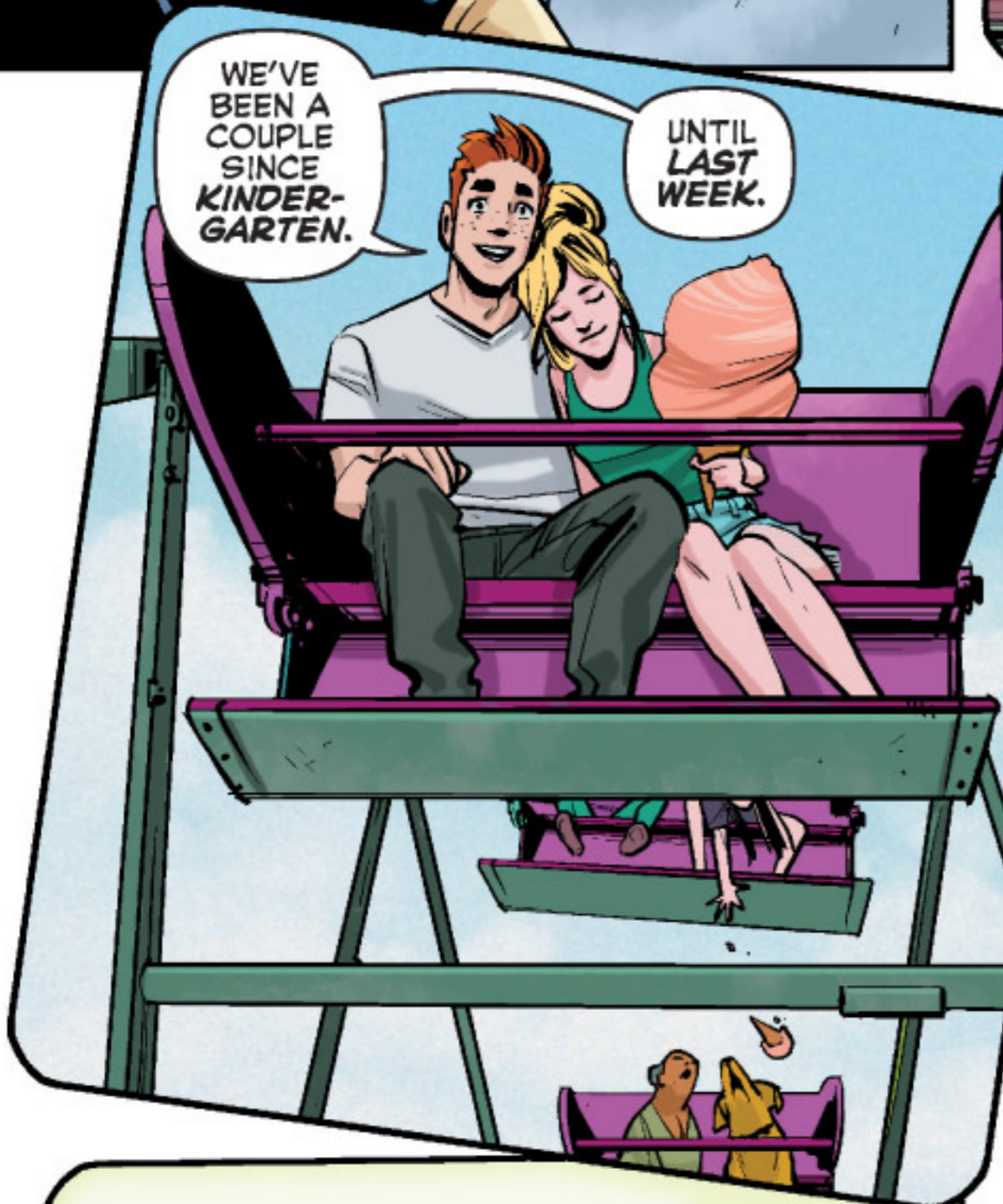
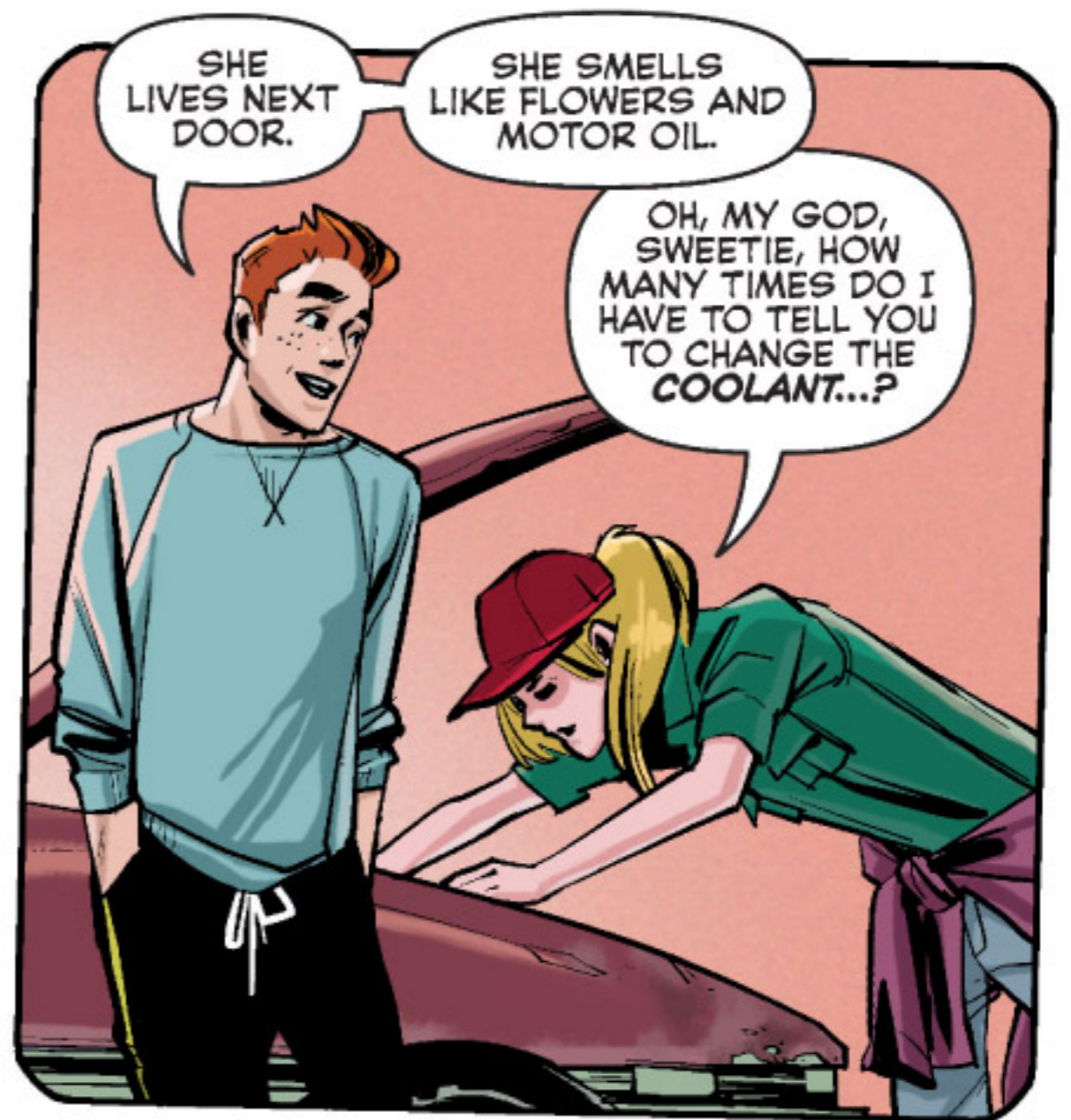
RIVERDAL

H SCHOOL

CHAPTER ONE:

There is *Quid*







BECAUSE I WANT YOU TO LIVE.

THAT'S WHY.

CHAPTER ONE:

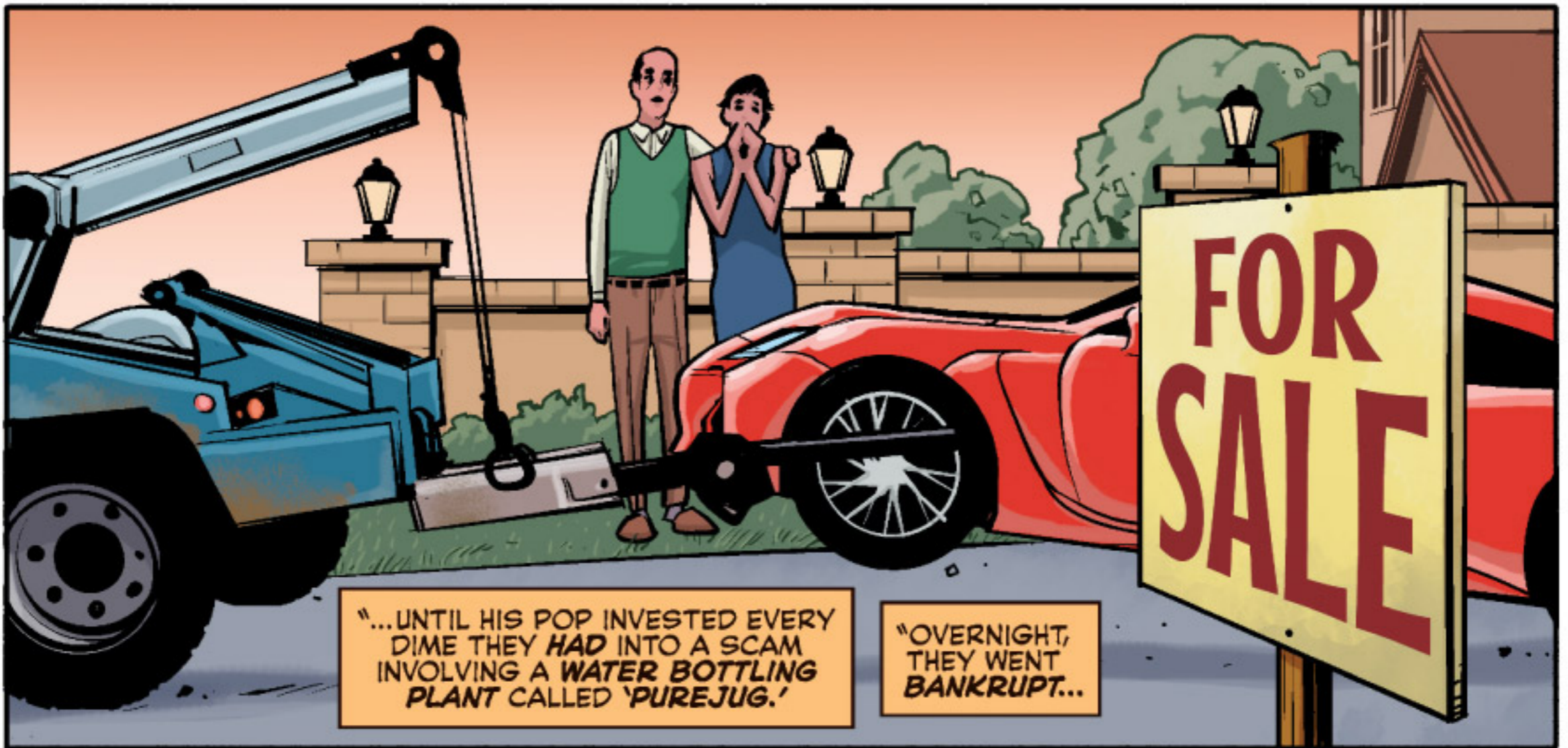
IT'S BETTER THAN "FORSYTHE"



"UNTIL JUG WAS TEN, THE JONESES WERE THE RICHEST FAMILY IN ALL OF RIVERDALE. KIDS FAWNED OVER HIM."



"HIS BIRTHDAY PARTIES WERE DAWN-TO-DUSK WITH VIDEO GAMES THAT HADN'T EVEN BEEN RELEASED YET. CHILDREN WOULD FIGHT FOR TOYS HE THREW AWAY. HE WAS THE ARBITER OF COOL..."



"...UNTIL HIS POP INVESTED EVERY DIME THEY HAD INTO A SCAM INVOLVING A WATER BOTTLING PLANT CALLED 'PUREJUG.'"

"OVERNIGHT, THEY WENT BANKRUPT..."



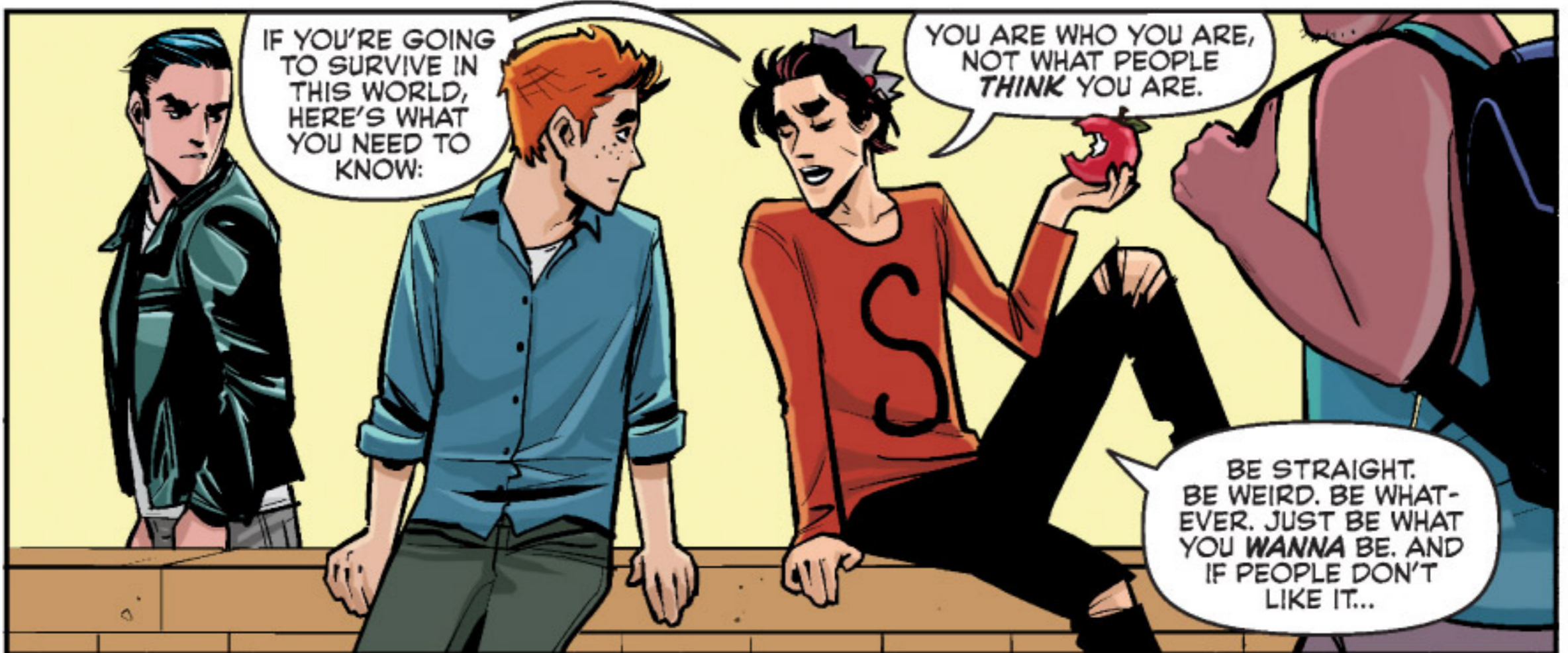
"...AND LI'L FORSYTHE GOT A NICKNAME-- AND A LIFE-LESSON-- THAT ENDURES TO THIS DAY."

I LIKE YOUR SHIRT! DID IT COST A THOUSAND DOLLARS?

AH HA HA HA HA!

HEY, "JUGHEAD"! WHY YOU HANGING OUT HERE? YOUR PILOT RUN OUTTA HELICOPTER FUEL?

HA HA HA HA!



IF YOU'RE GOING TO SURVIVE IN THIS WORLD, HERE'S WHAT YOU NEED TO KNOW:

YOU ARE WHO YOU ARE, NOT WHAT PEOPLE THINK YOU ARE.

BE STRAIGHT. BE WEIRD. BE WHATEVER. JUST BE WHAT YOU WANNA BE. AND IF PEOPLE DON'T LIKE IT...



... THAT'S WHAT THE "S" STANDS FOR?

THAT'S WHAT THE "S" STANDS FOR.

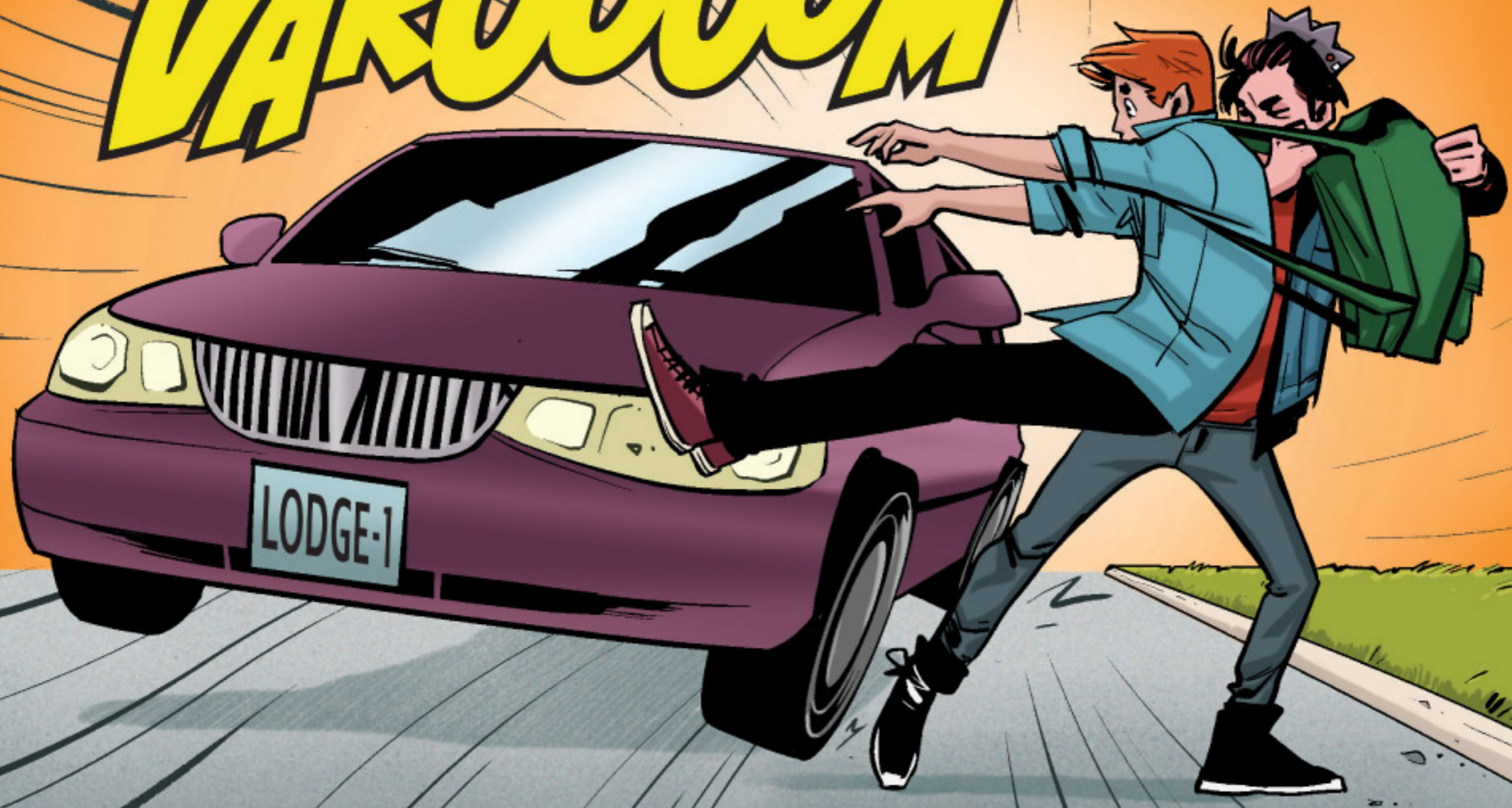


I MET A GIRL THE OTHER NIGHT.

OKAY, WELL... "MET," NOT SO MUCH. MORE LIKE, "ESCAPED THE WRATH OF THE FATHER OF."

SHE AND I LOCKED EYES FOR ONLY A SECOND. I WAS IN THE SHADOWS, AND I'M CONFIDENT SHE COULDN'T PICK ME OUT OF A LINE-UP. BUT THE LOOK SHE SHOT ME... IT WAS LIKE...

VIA ROOOOM



...LIKE THAT.

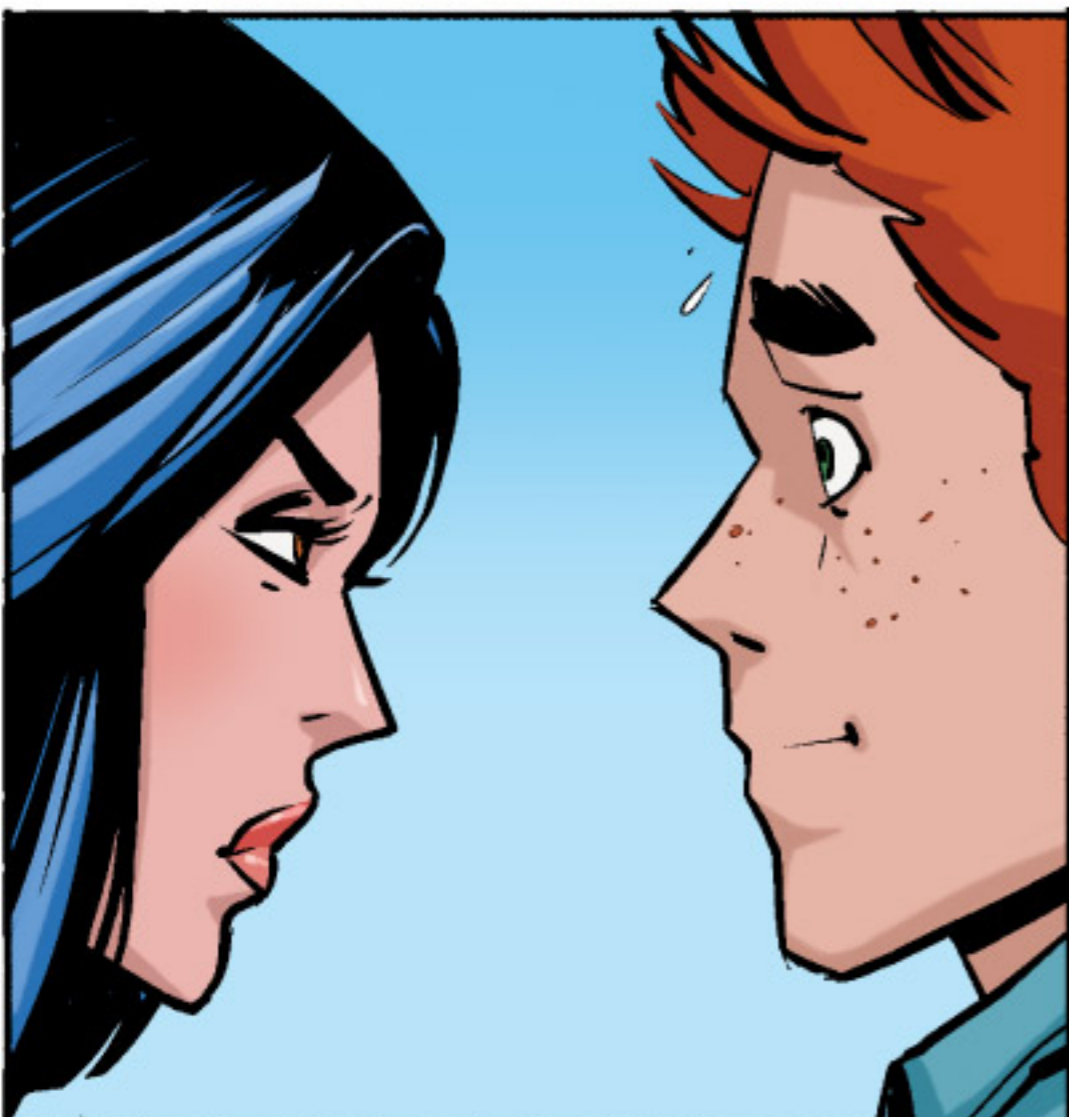
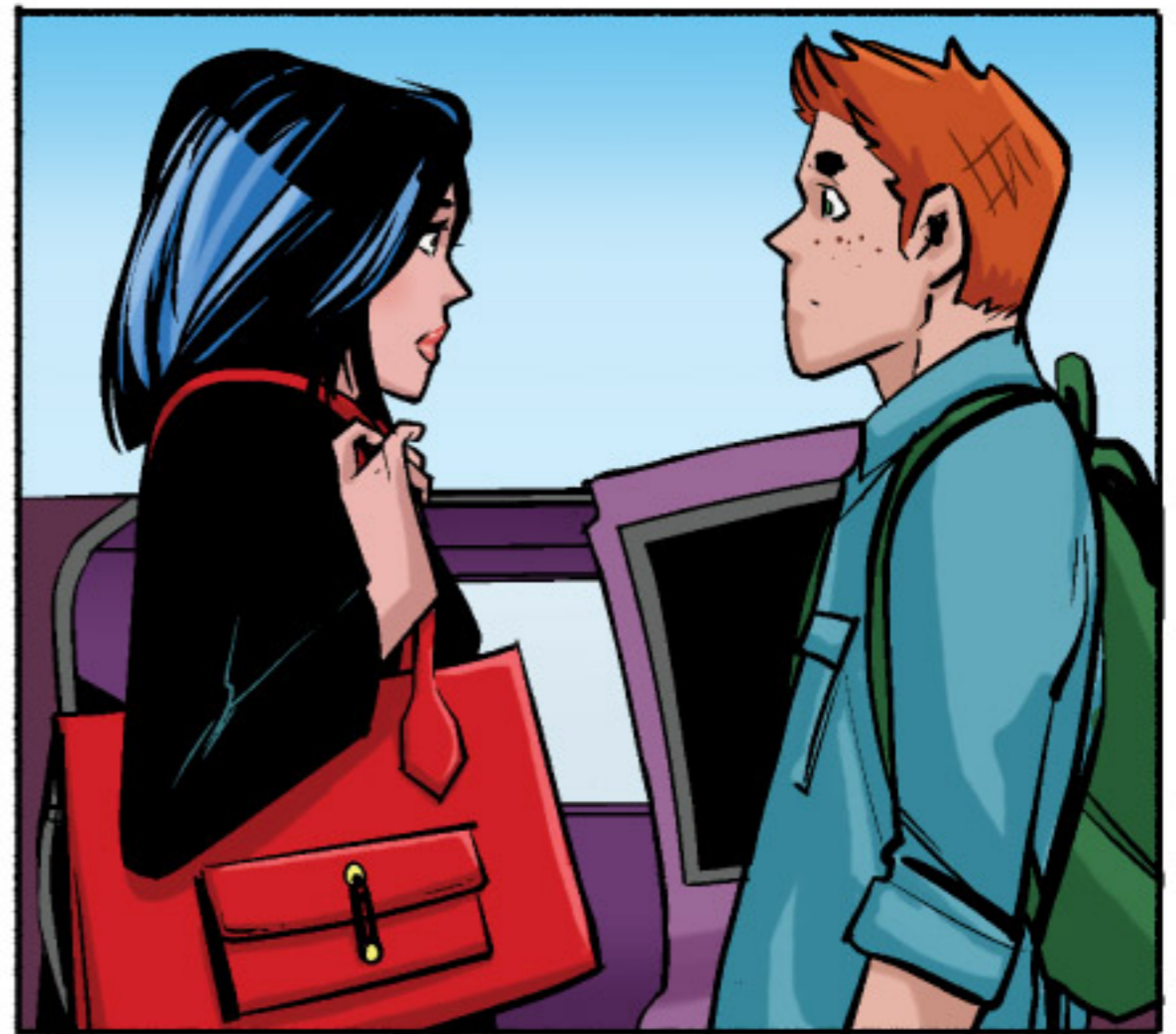
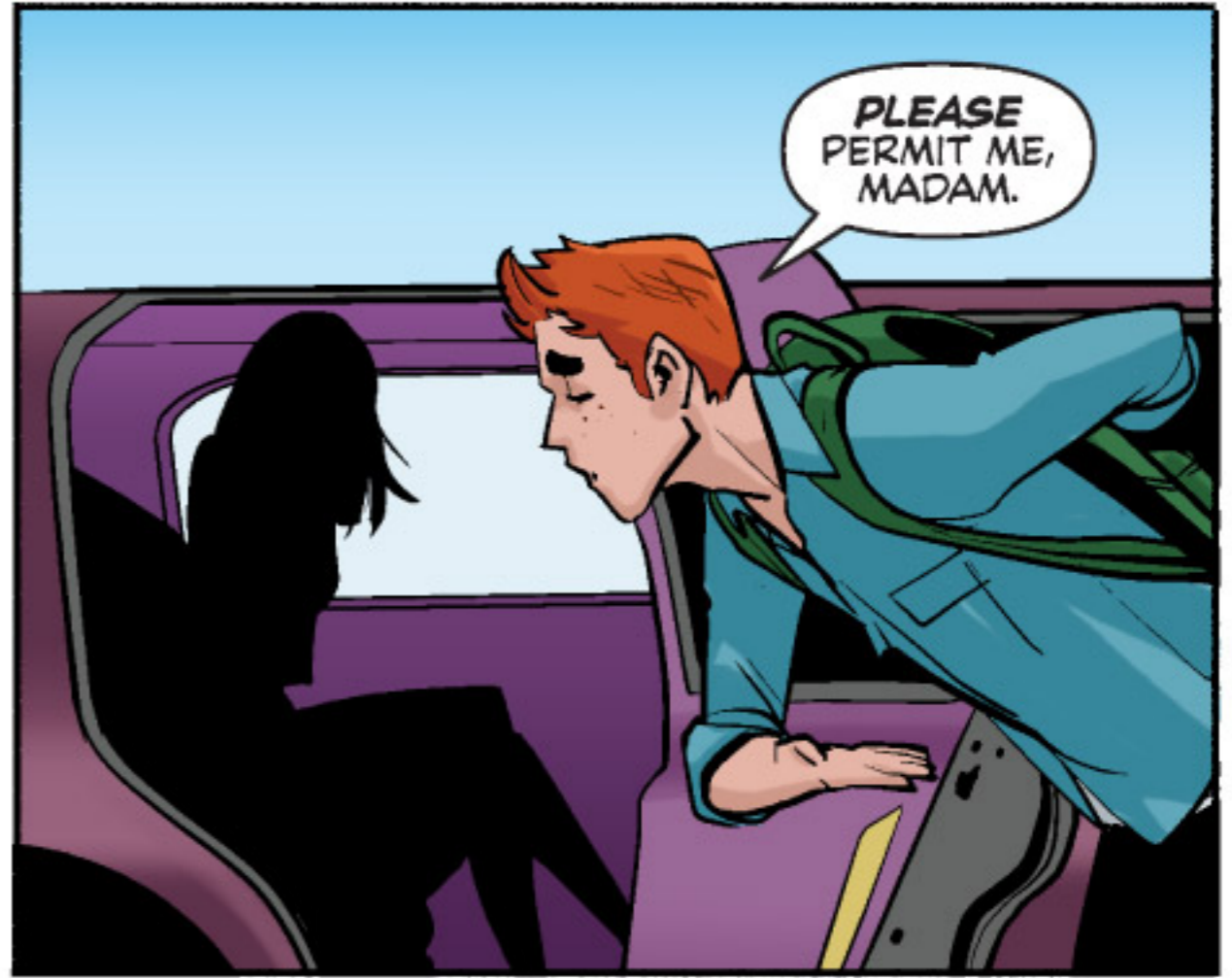
HER NAME IS VERONICA LODGE. HER DAD'S A JILLIONAIRE. SHE STARTS RIVERDALE TODAY.

Oh, GOD.

I'M GONNA MAKE IT THE BEST DAY OF HER LIFE.

CHAPTER ONE:

NICE *PURSE*, ANDREWS





HI. I'M ARCHIE. ARCHIE ANDREWS.

I'M YOUR VOLUNTEER CAMPUS LIAISON. I CAN SHOW YOU AROUND.

WHAT'S THERE TO SEE?



LOCKERS? HOME-ROOM?

I'VE NEVER BEEN IN A PUBLIC SCHOOL BEFORE.

WHAT'S THAT SMELL? IS IT WHAT THEY CALL "CRACK"?

IT'S COACH KLEATS.

FORGIVE THE GAWKERS. IT'S JUST, WE'VE NEVER HAD A FORMER REALITY-TV STAR HERE BEFORE. NICE TO MEET YOU.



Oh, WE'VE MET. I'D NEVER FORGET THAT FACE.

YOU'RE THE BOY WHO DESTROYED MY HOUSE.

HAAH.



DON'T WORRY. I THOUGHT IT WAS A RIOT. IT WAS WORTH IT JUST TO SEE THE EXPRESSION ON DADDY'S FACE WHEN HE LOST HIS MIND.

STOP LOOKING SO NERVOUS. I WOULD NEVER TELL HIM IT WAS YOU--

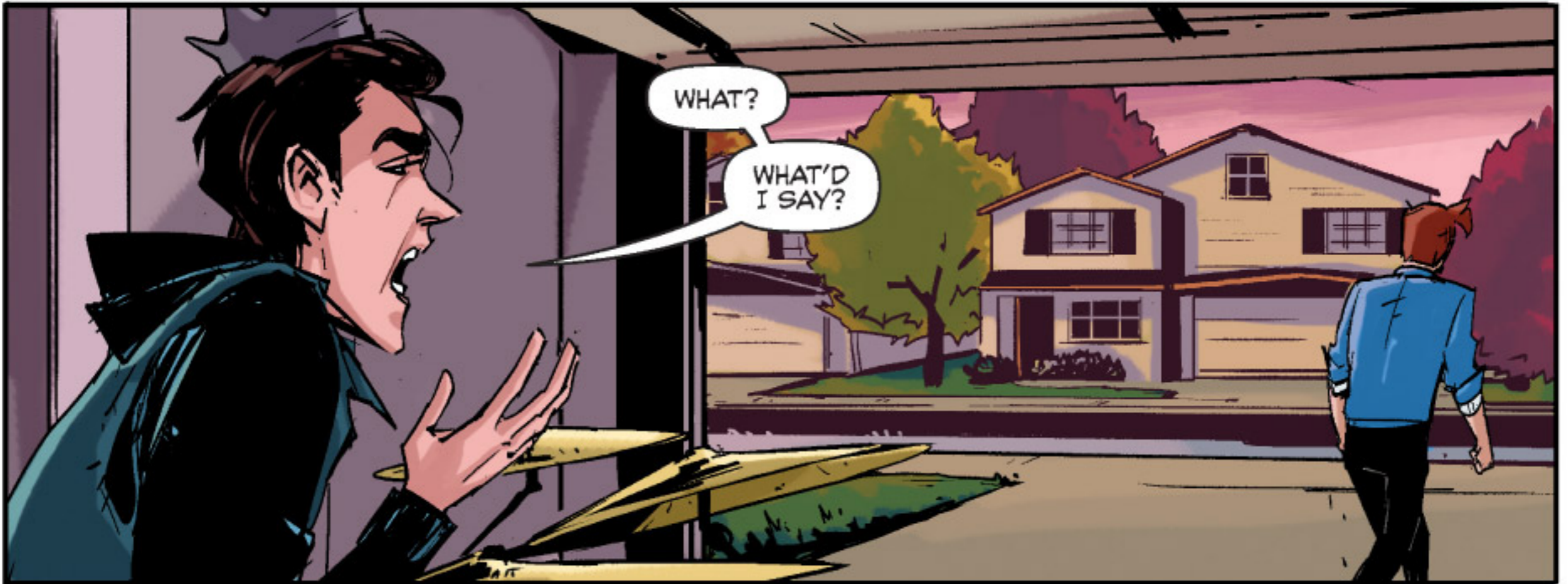


--UNLESS YOU GIVE ME A REASON TO.

HAAH.

COME ALONG, ANDY.





WHAT?

WHAT'D I SAY?



YES. I KNOW. I OVER-REACTED. IT'S JUST...



...JUGHEAD REMINDED ME OF SOMETHING. HE DIDN'T MEAN TO, BUT HE DID, AND NOW IT'S GONNA BE STUCK IN MY HEAD THE REST OF THE DAY.



"IT" = THE THING THAT BROKE UP BETTY AND ME.

"IT" = THE LIPSTICK INCIDENT.

...

YOU WANT TO HEAR ABOUT IT?

CHAPTER ONE:

YES, OF COURSE WE WANT TO HEAR ABOUT IT. OBVIOUSLY.





LET ME TELL YOU THE KIND OF WEEK I'VE HAD.

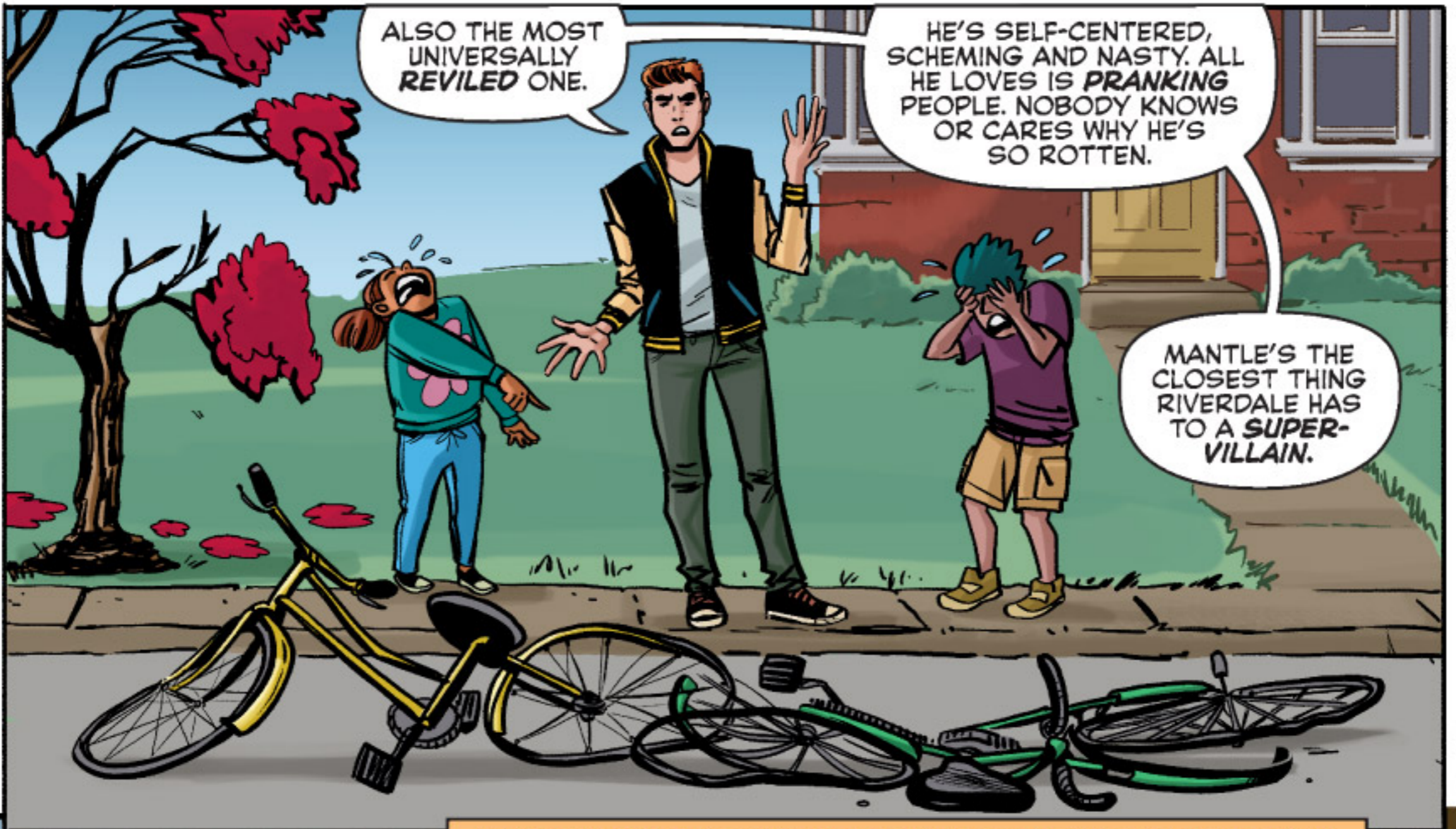
CHAPTER ONE:

GUY WALKS INTO A PET SHOP



THIS IS THE JERK I'M ABOUT TO HAVE TO SAVE TWO PEOPLE FROM.

BEFORE VERONICA CAME TO RIVERDALE AND TOTALLY WRECKED THE CURVE, REGGIE MANTLE WAS OUR RICHEST KID.

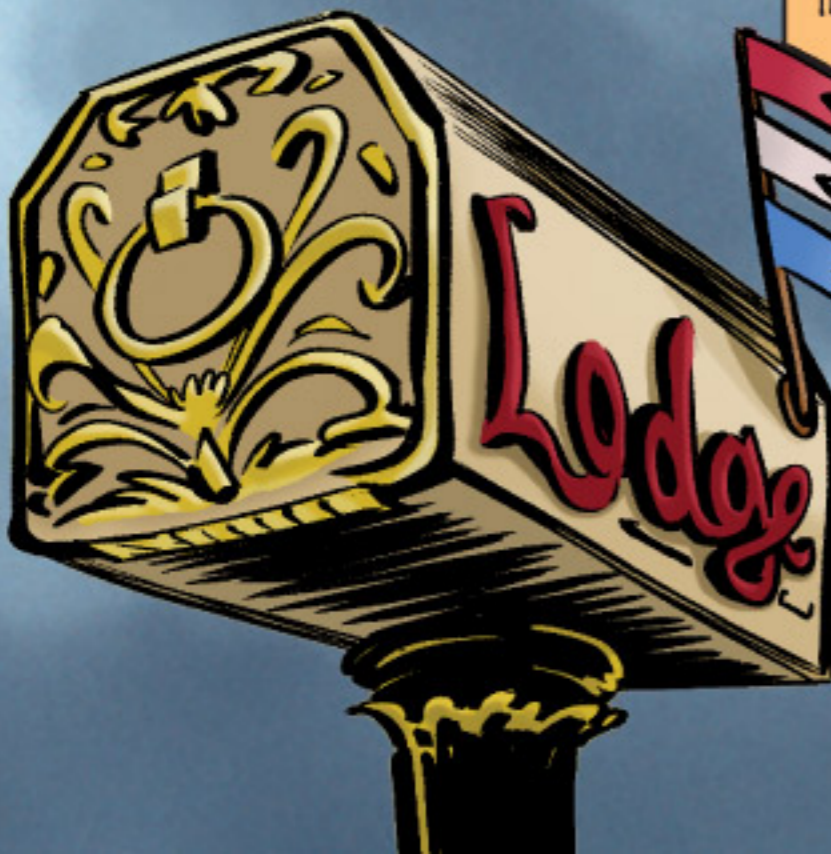


ALSO THE MOST UNIVERSALLY REVILED ONE.

HE'S SELF-CENTERED, SCHEMING AND NASTY. ALL HE LOVES IS PRANKING PEOPLE. NOBODY KNOWS OR CARES WHY HE'S SO ROTTEN.

MANTLE'S THE CLOSEST THING RIVERDALE HAS TO A SUPER-VILLAIN.

"THE ONLY TIME WE EVER BONDED WAS FOR TWO MINUTES BACK IN FOURTH GRADE, WHEN HE TOLD ME A PRETTY GOOD JOKE THAT IS FOR SOME REASON STICKING WITH ME LATELY."



"GUY WALKS INTO A PET SHOP."



"HE LIVES IN A TINY APARTMENT WITH THIN WALLS, SO HE WANTS SOMETHING (A) SMALL AND (B) QUIET."



"HE BUYS A CENTIPEDE."

"NEXT MORNING, HE'S HOT TO TAKE THE CENTIPEDE FOR A WALK. HE UNSCREWS ITS JAR LID AND SAYS--"

HEY, BUDDY!
WANT TO GO TO THE PARK?



HE EXPECTS THE CENTIPEDE TO BE EXCITED, *BUT*: NO REACTION AT ALL. GUY WAITS. AFTER A MINUTE, HE REPEATS--

"WANT TO GO TO THE PARK?"

NOTHING. OUR GUY IS GETTING FRUSTRATED.



FINALLY HE YELLS, "DO YOU WANT TO GO TO THE PARK?!", AND THE CENTIPEDE LOOKS UP AT HIM AND SAYS--

ARCHIE!



GOTTAGO.

ARCHIE!



HEYYY.

WILL YOU PUT THIS UP FOR MY PARTY? IT HAS TO BE DONE BEFORE THE WEEKEND SO THE CATERERS CAN SET UP.

150 person TENT



Uhh...ISN'T THIS A HUGE ESTATE FULL OF PEOPLE WHO *WORK* FOR YOU?

DADDY SAYS I CAN'T USE THEM. HE SAYS I CHANGE MY MIND TOO MUCH, AND IT'LL TAKE THEM FOREVER, AND SOME OF THEM WILL QUIT.

BUT YOU WON'T QUIT, WILL YOU, ARCHIEKINS?