

A Share of the Happening
***Everything's Archie* #29, 1973**
by Harry Lucey

This story brings back vivid memories of my childhood. For the first time, Archie and the Gang were popular in other media. They were a smash hit! The Archies had the #1 selling song in the United States, “Sugar Sugar,” Archie was the #1 cartoon on television on Saturday morning, and Archie was the most popular kids’ comic book. This story shows Archie enjoying his success. Generally, my father did not discuss business much at home—but he was so proud of the success of the TV show and the music, that this story reminds me of Archie at its height, when “Everything’s Archie” was absolutely true.

The Putt Down
***Betty & Veronica* #33, 1990**
by Frank Doyle, Dan DeCarlo,
Henry Scarpelli and Bill Yoshida

I love golf. This story is so much fun because in golf, as in life, if you “overthink” something you can’t perform to your utmost capabilities. Just make it happen, as the saying goes. Betty and Veronica are effortless in their abilities to putt the golf ball, while Mr. Lodge, with all his practice, just can’t seem to get it right. Archie and golf—my two favorite pastimes. It doesn’t get any better than that for me.

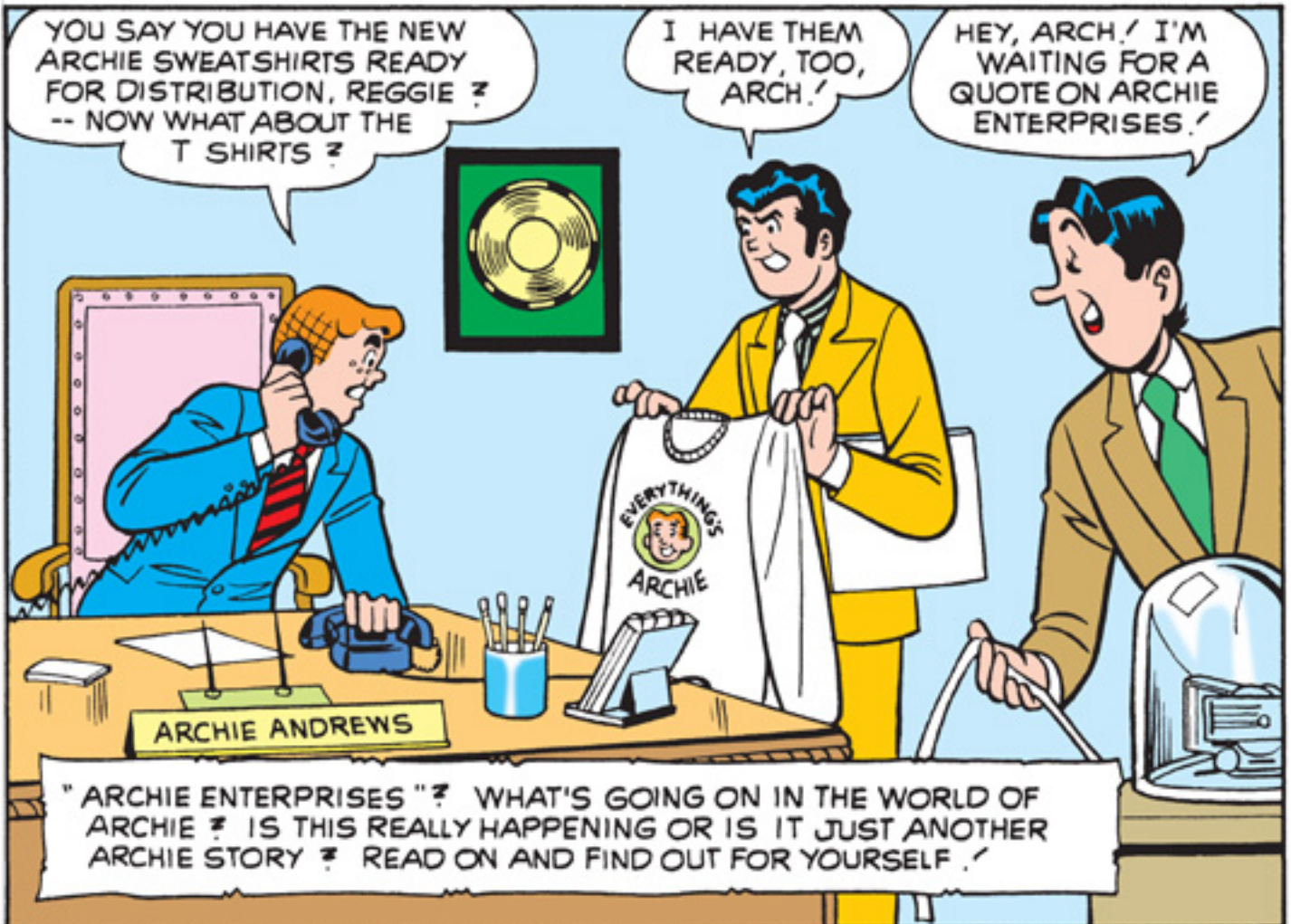


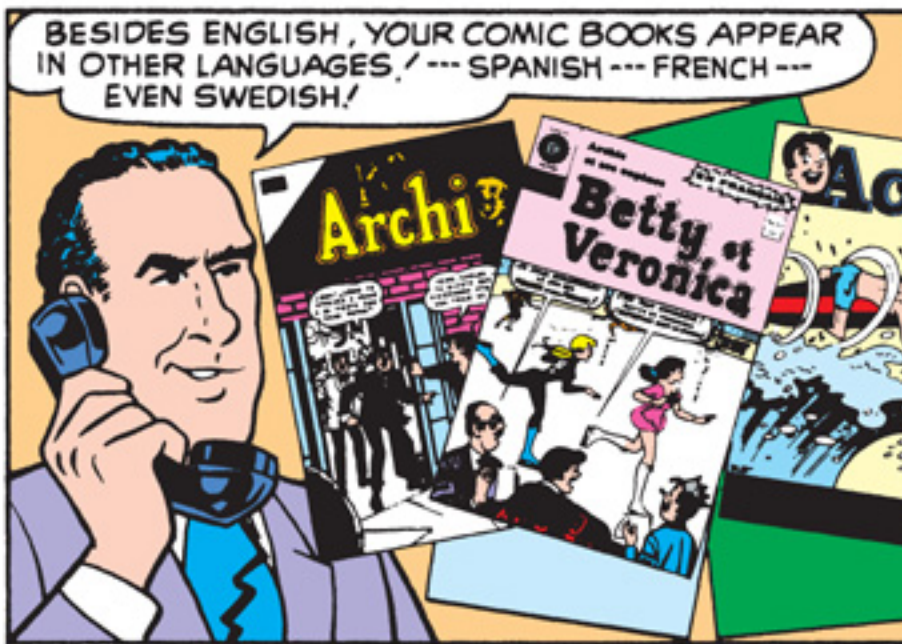
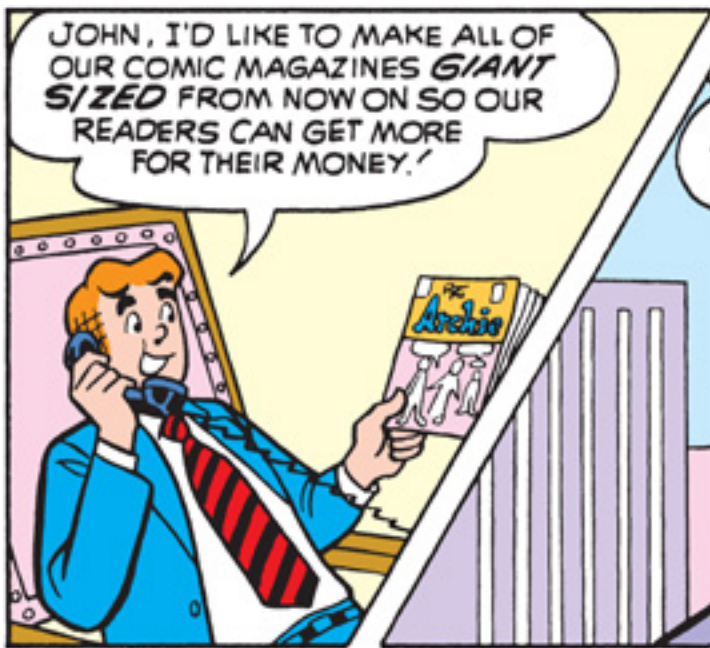
Jon Goldwater
Publisher/Co-CEO, Archie Comics

Archie

IN A SHARE OF

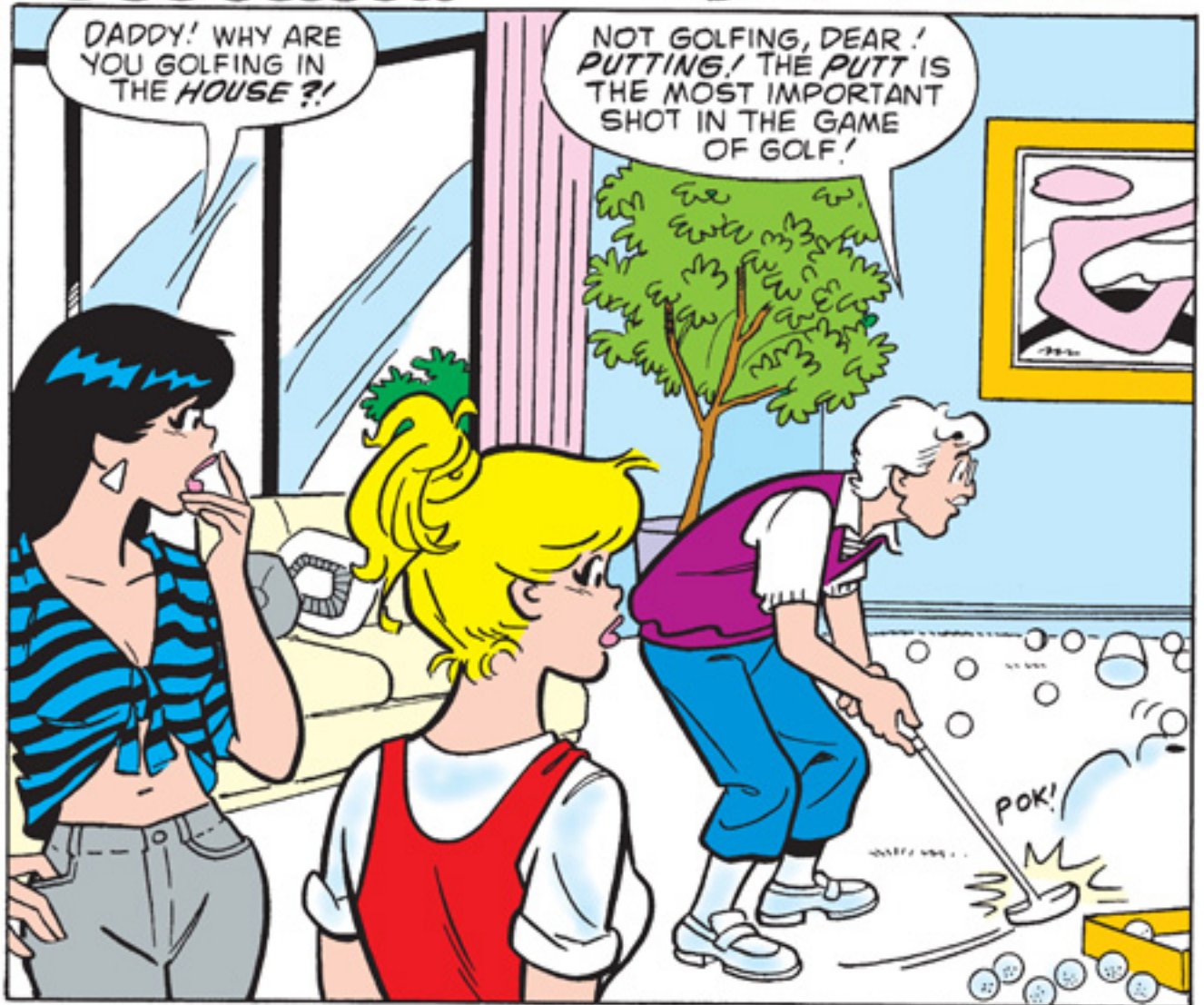
HAPPENING

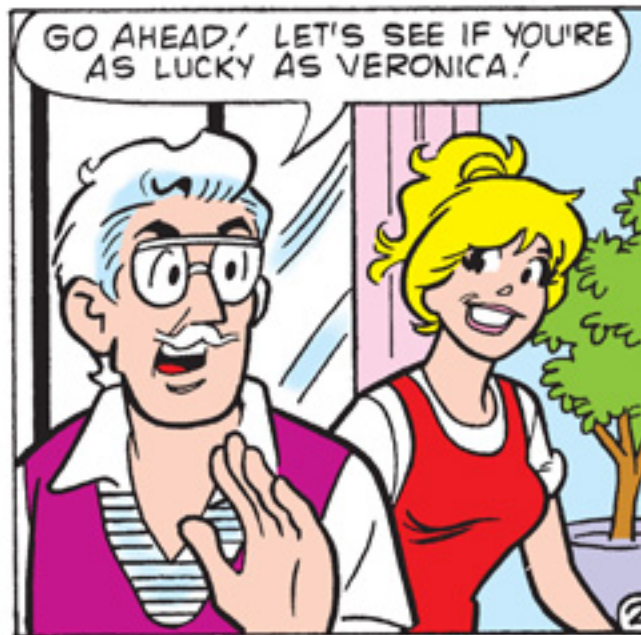
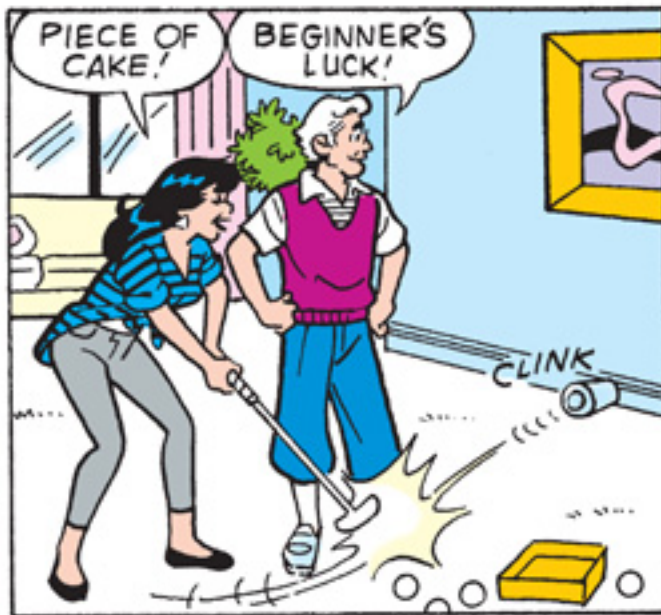
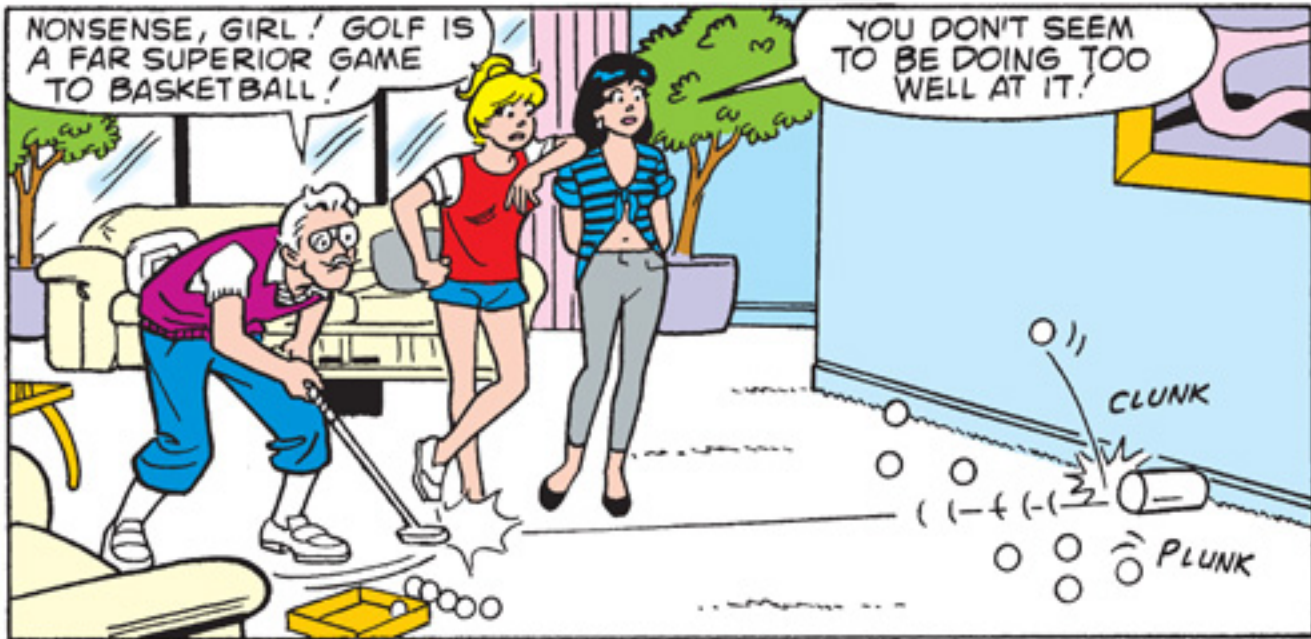




Betty and Veronica

IN "The PUTT DOWN"





Double Play
***Betty & Veronica* #140, 1999**
by Angelo DeCesare, Dan DeCarlo,
Henry Scarpelli, Barry Grossman and Bill Yoshida

My parents were big on reading and not-so-big on candy, so I always had access to Archie Comics. I suspect it was less of a threat to family peace to sit me somewhere with a Double Digest than to risk the tantrums of a daughter in the throes of a Double Bubble sugar high. And Archie Comics were so nice; what other collection of stories of high school students would you happily hand to a child without fear?

Brenna Clarke Gray
Writer and Educator

The Art Lesson
***Betty's Diary* #1, 1987**
by Kathleen Webb, Dan DeCarlo,
Jim DeCarlo and Bill Yoshida

As a kid, I spent many lazy afternoons with an Archie Digest—and some recent afternoons as well! When I was asked to recommend a story for this book, I knew I wanted to recommend a story from *Betty's Diary*. While Betty and Veronica are famous for fighting over Archie, Betty's Diary is where we learned more about Betty's life outside of romance. "The Art Lesson" is a great example—it shows the reader how important it is to be true to yourself—especially facing peer pressure.

Grace Randolph
Host and Writer, Think About the Ink / Supurbia

~BONUS COVER~
***Betty & Veronica* #257, February 2012**

Betty and Veronica

"DOUBLE PLAY"

KEEP LOOKING, BETTY! YOU'LL SEE THE REASON WE CAME TO THIS FITNESS CAMP!

ALL I SEE IS A BUNCH OF PEOPLE DOING YOGA! I DON'T SEE ANYONE THAT I...



SCRIPT: ANGELO DECESARE

PENCILS: DAN DECARLO

INKING: HENRY SCARPELLI

LETTERING: BILL YOSHIDA

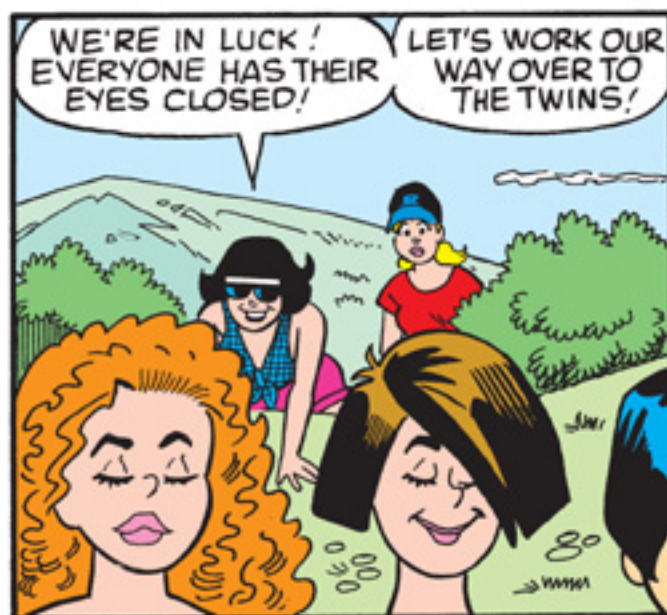
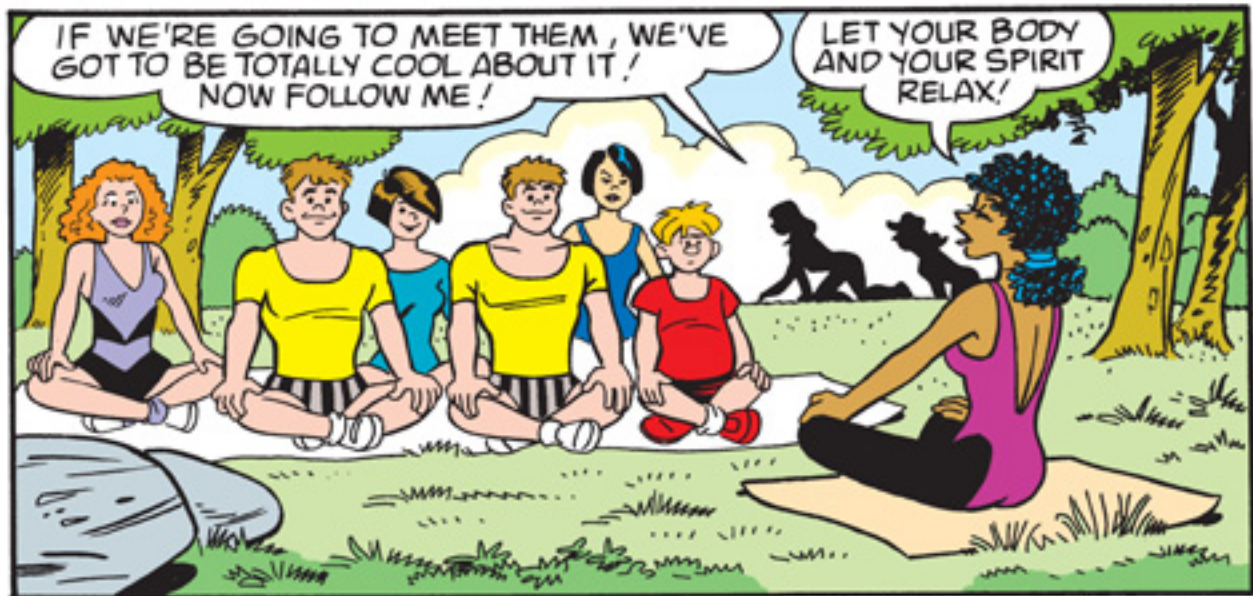
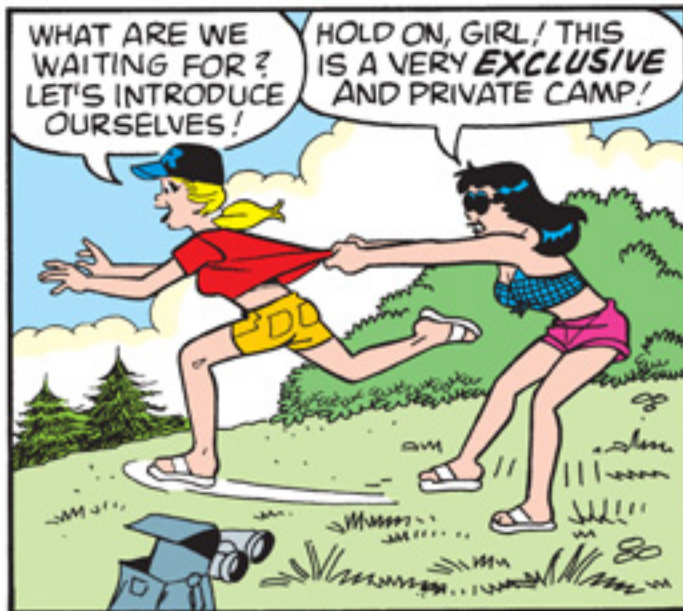
COLORING: BARRY GROSSMAN

... KNOW ... WO ... WO ... **WO!!**



THOSE TWO LOOK LIKE THE HUNKS FROM THAT BUBBLE GUM COMMERCIAL, "THE BOPPERPOP TWINS"!!





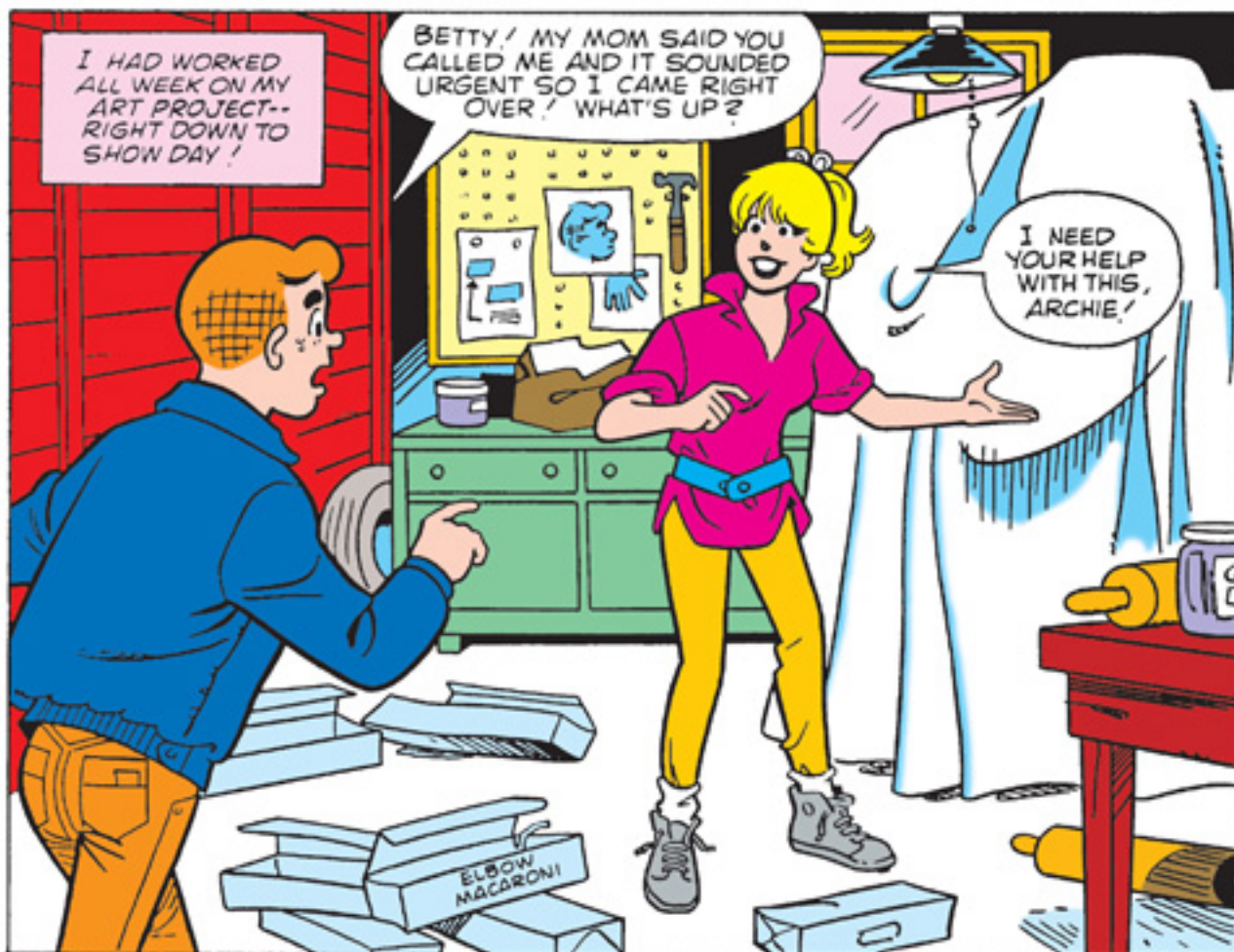


Betty



"THE ART LESSON"

DEAR DIARY, ONE ARCHIE ANDREWS HAS ALWAYS BEEN FINE WITH ME, BUT THIS WEEKEND I HAD TWO ARCHIES ON MY HANDS, WHICH IS ONE TOO MANY! IT ALL BEGAN ON SATURDAY MORNING---



I HAD WORKED ALL WEEK ON MY ART PROJECT--RIGHT DOWN TO SHOW DAY!

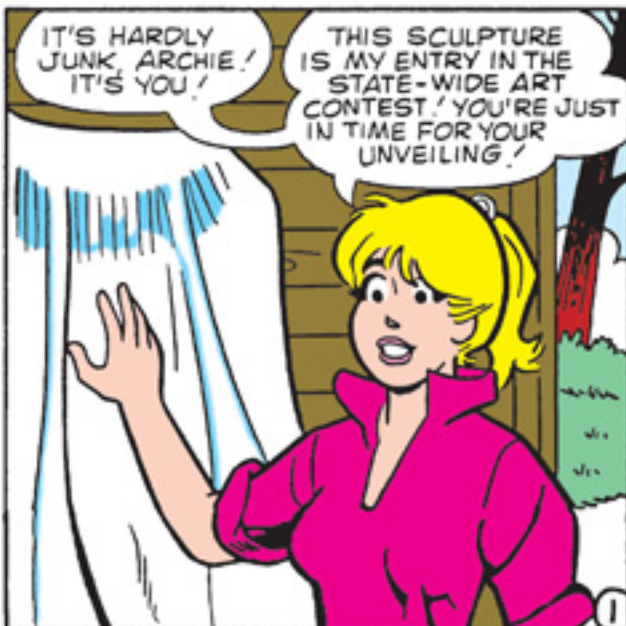
BETTY! MY MOM SAID YOU CALLED ME AND IT SOUNDED URGENT SO I CAME RIGHT OVER! WHAT'S UP?

I NEED YOUR HELP WITH THIS, ARCHIE!

ELBOW MACARONI



YOU MEAN YOU CALLED ME OVER JUST TO HAUL JUNK OUT TO THE ROAD?



IT'S HARDLY JUNK, ARCHIE! IT'S YOU!

THIS SCULPTURE IS MY ENTRY IN THE STATE-WIDE ART CONTEST! YOU'RE JUST IN TIME FOR YOUR UNVEILING!

