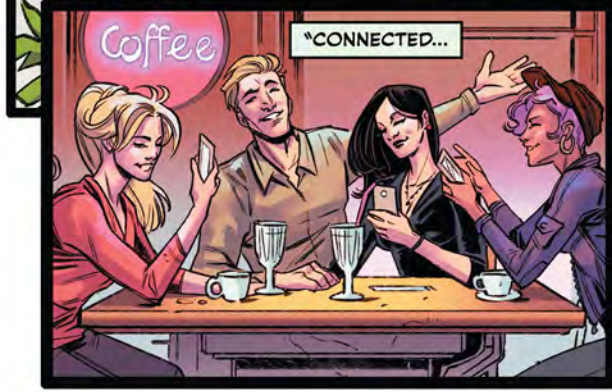


"AMERICA'S YOUTH: INDUSTRIOUS..."

zzzzzz...



Coffee

"CONNECTED..."



"AND ALWAYS IN TUNE WITH THE TIMES."



"NO LONGER BEHOLDEN TO THE ARCHAIC WAYS OF YESTERYEAR..."



"TODAY'S TEENAGER GREETES EACH NEW DAWN WITH BOUNDLESS ENTHUSIASM..."



"...AND THE RESILIENCE TO LAUGH OFF THE OCCASIONAL SETBACK."



"MANTLE! I'LL TEACH YOU TO HIT ON MY MIDGE!"

"THE CHALLENGE IS KEEPING UP WITH THEIR DEVIL-MAY-CARE ATTITUDES..."

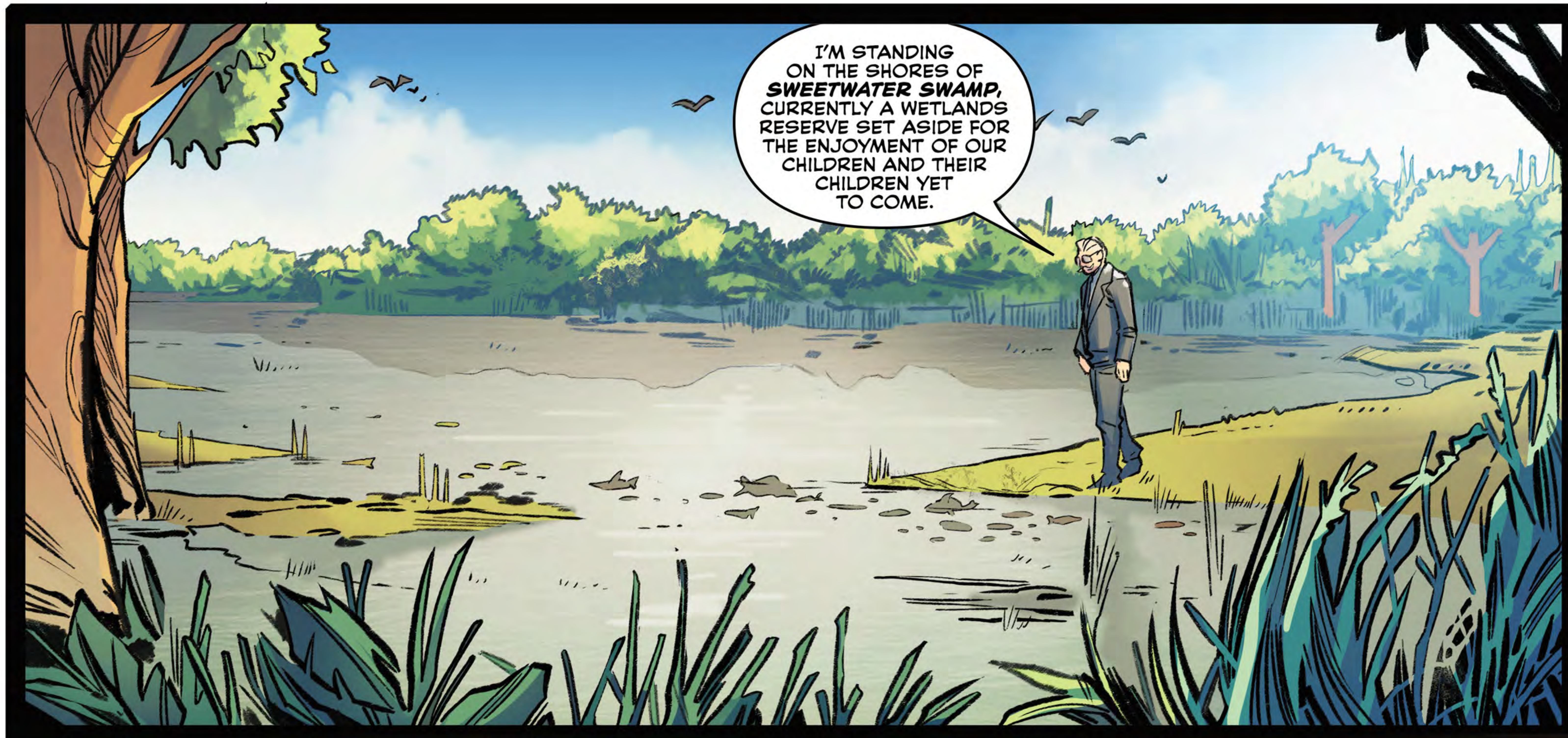


"I ALREADY KNOW HOW, MOOSIE! BYEEEE!"

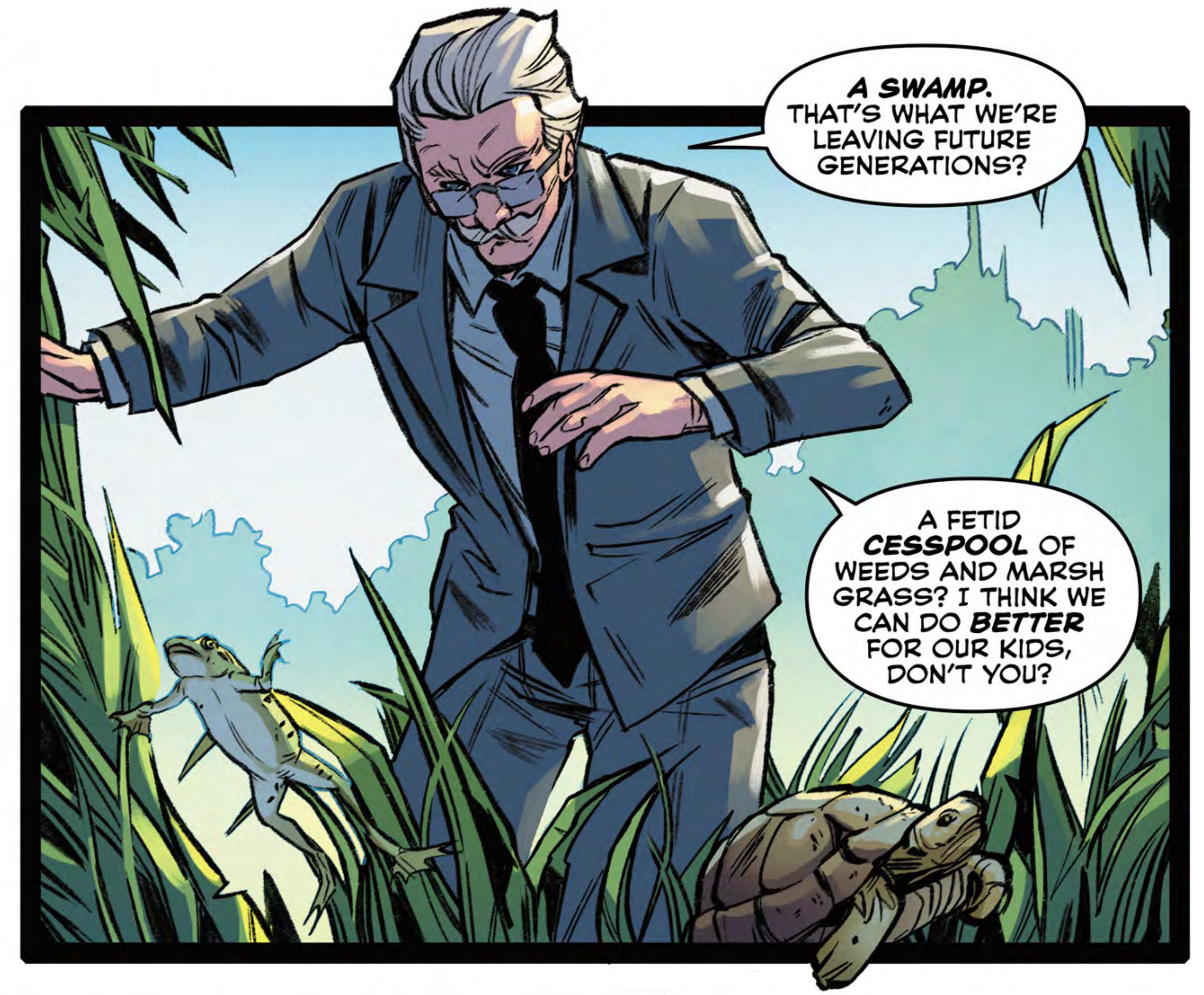
"AND ZERO-TO-SIXTY LIFESTYLES."



"I'M HIRAM LODGE, BUSINESSMAN, INDUSTRIALIST, AND--MOST IMPORTANT--A FATHER DEEPLY CONCERNED WITH THE FUTURE OF RIVERDALE'S YOUTH."

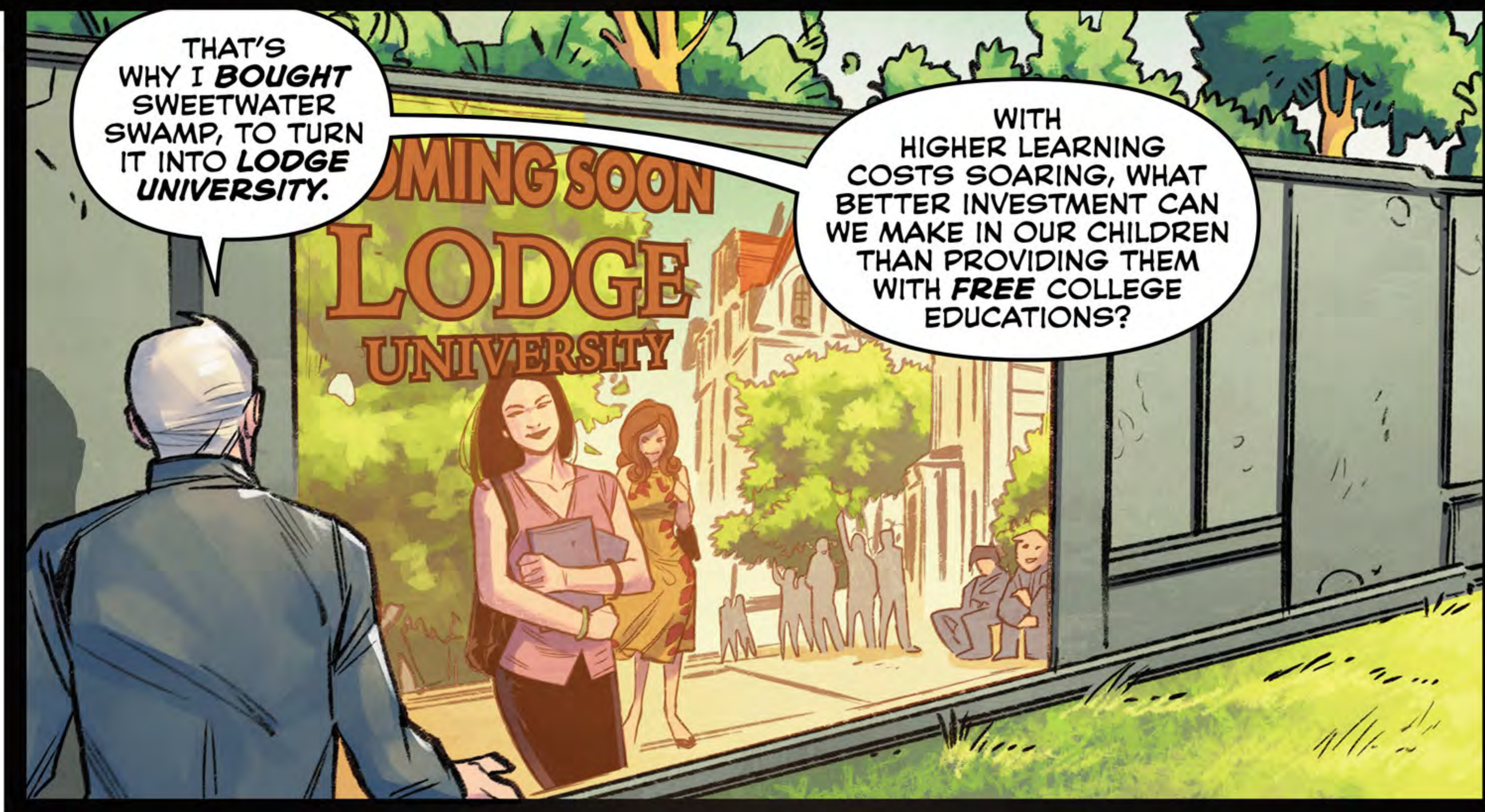


I'M STANDING ON THE SHORES OF **SWEETWATER SWAMP**, CURRENTLY A WETLANDS RESERVE SET ASIDE FOR THE ENJOYMENT OF OUR CHILDREN AND THEIR CHILDREN YET TO COME.



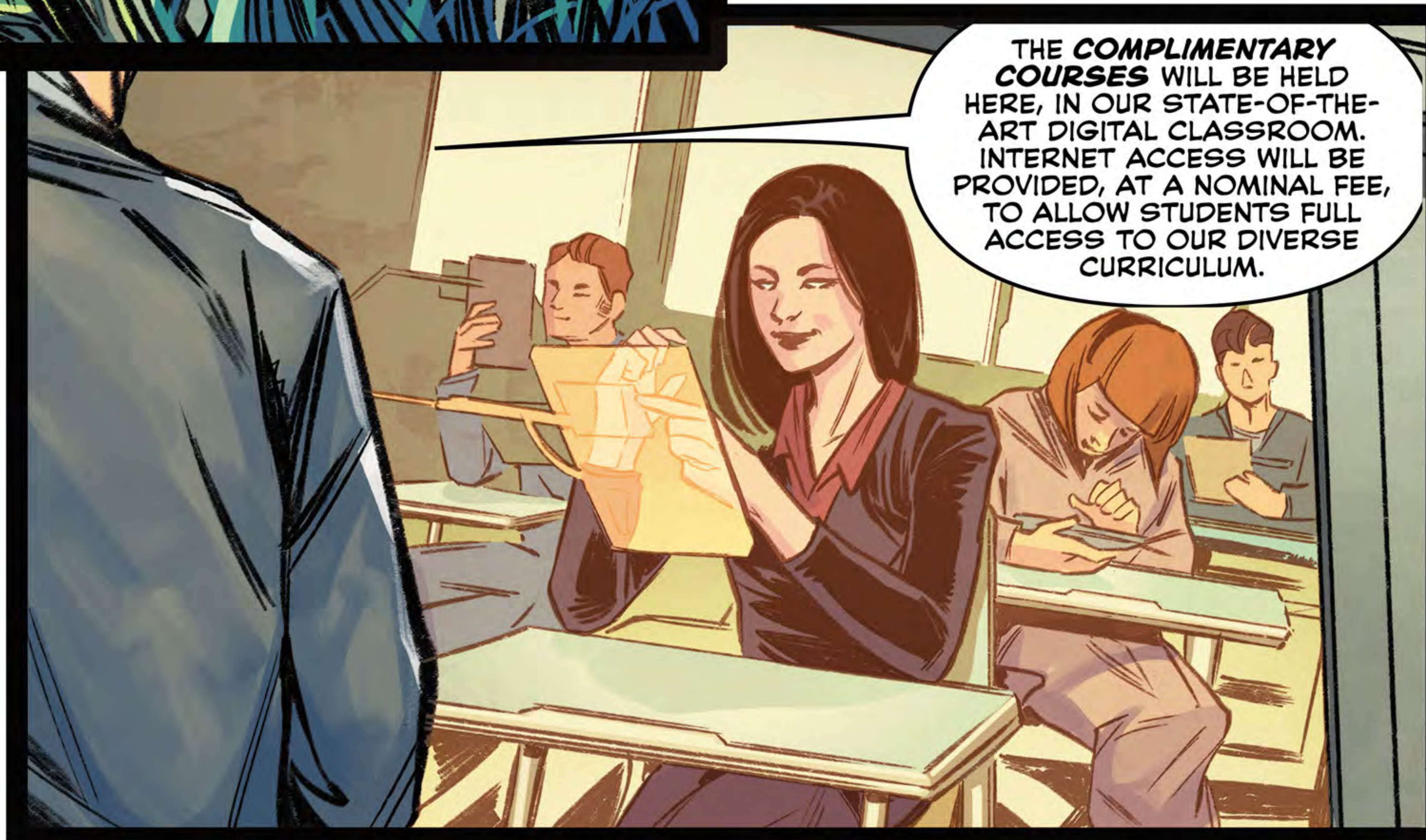
A **SWAMP**. THAT'S WHAT WE'RE LEAVING FUTURE GENERATIONS?

A FETID **CESSPOOL** OF WEEDS AND MARSH GRASS? I THINK WE CAN DO **BETTER** FOR OUR KIDS, DON'T YOU?

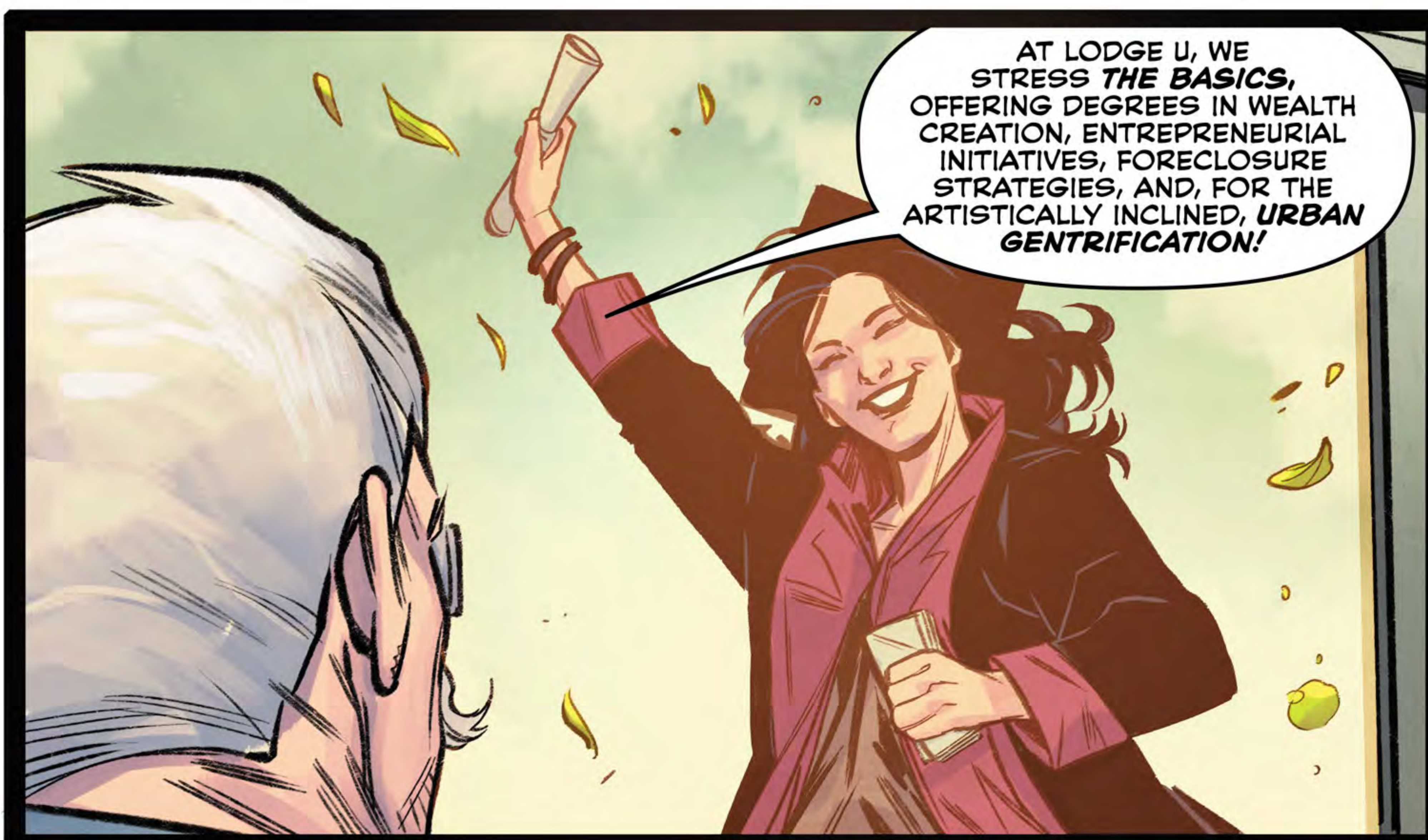


THAT'S WHY I **BOUGHT** SWEETWATER SWAMP, TO TURN IT INTO **LODGE UNIVERSITY**.

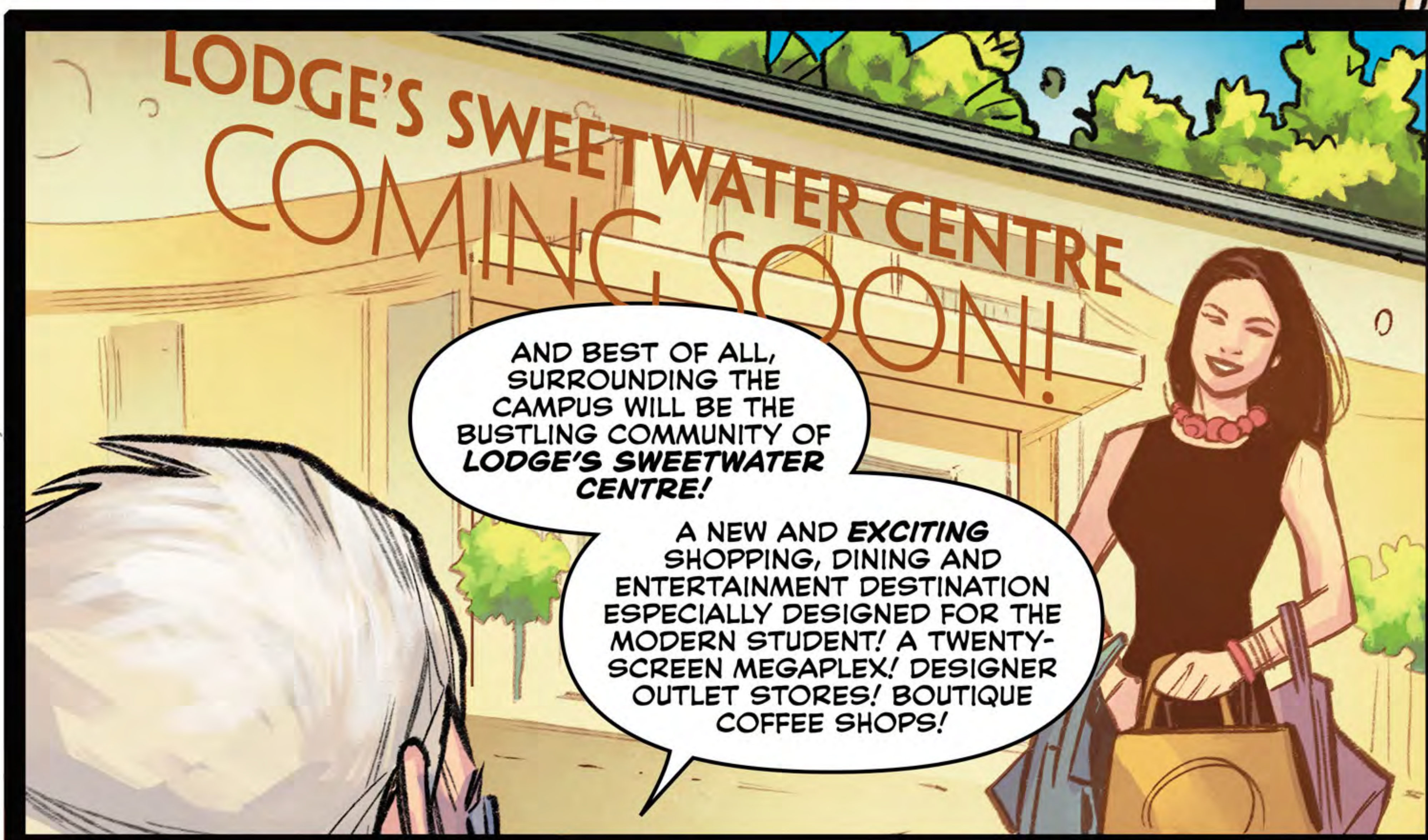
WITH HIGHER LEARNING COSTS SOARING, WHAT BETTER INVESTMENT CAN WE MAKE IN OUR CHILDREN THAN PROVIDING THEM WITH **FREE** COLLEGE EDUCATIONS?



THE **COMPLIMENTARY COURSES** WILL BE HELD HERE, IN OUR STATE-OF-THE-ART DIGITAL CLASSROOM. INTERNET ACCESS WILL BE PROVIDED, AT A NOMINAL FEE, TO ALLOW STUDENTS FULL ACCESS TO OUR DIVERSE CURRICULUM.

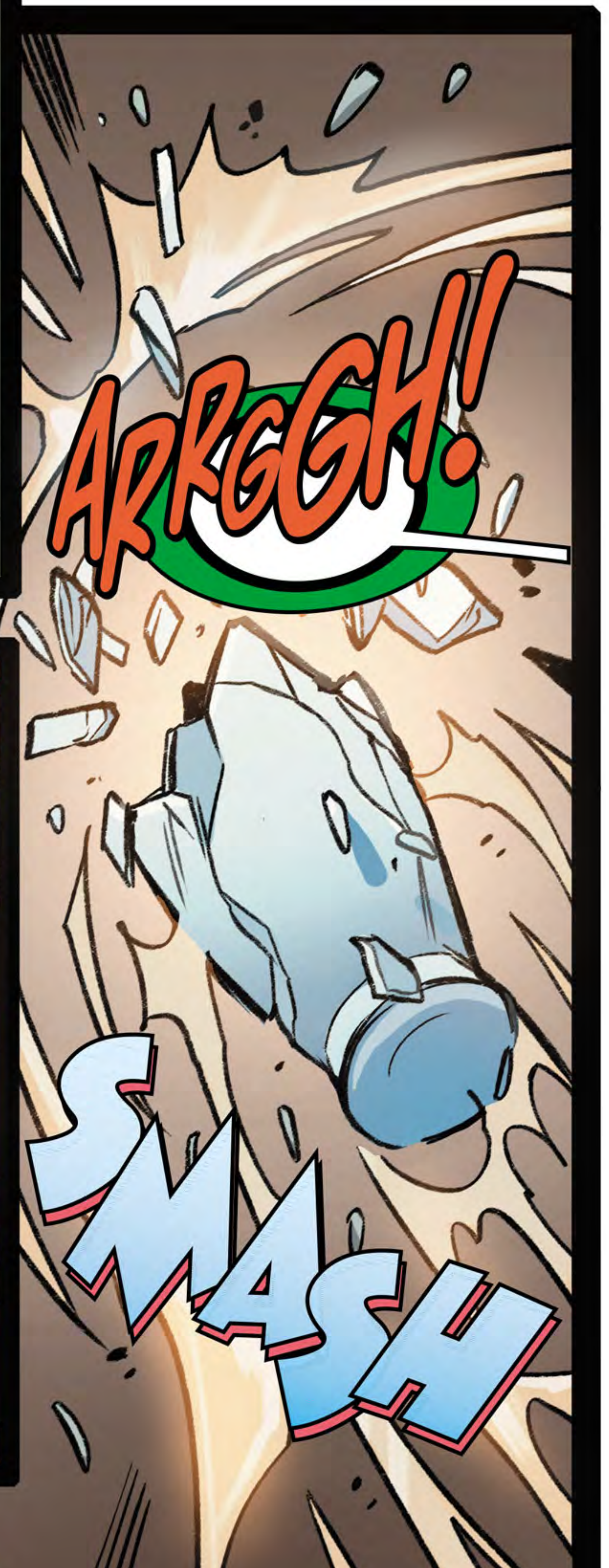


AT LODGE U, WE STRESS **THE BASICS**, OFFERING DEGREES IN WEALTH CREATION, ENTREPRENEURIAL INITIATIVES, FORECLOSURE STRATEGIES, AND, FOR THE ARTISTICALLY INCLINED, **URBAN GENTRIFICATION!**



AND BEST OF ALL, SURROUNDING THE CAMPUS WILL BE THE BUSTLING COMMUNITY OF **LODGE'S SWEETWATER CENTRE!**

A NEW AND **EXCITING** SHOPPING, DINING AND ENTERTAINMENT DESTINATION ESPECIALLY DESIGNED FOR THE MODERN STUDENT! A TWENTY-SCREEN MEGAPLEX! DESIGNER OUTLET STORES! BOUTIQUE COFFEE SHOPS!



ARRGGH!

SMASH

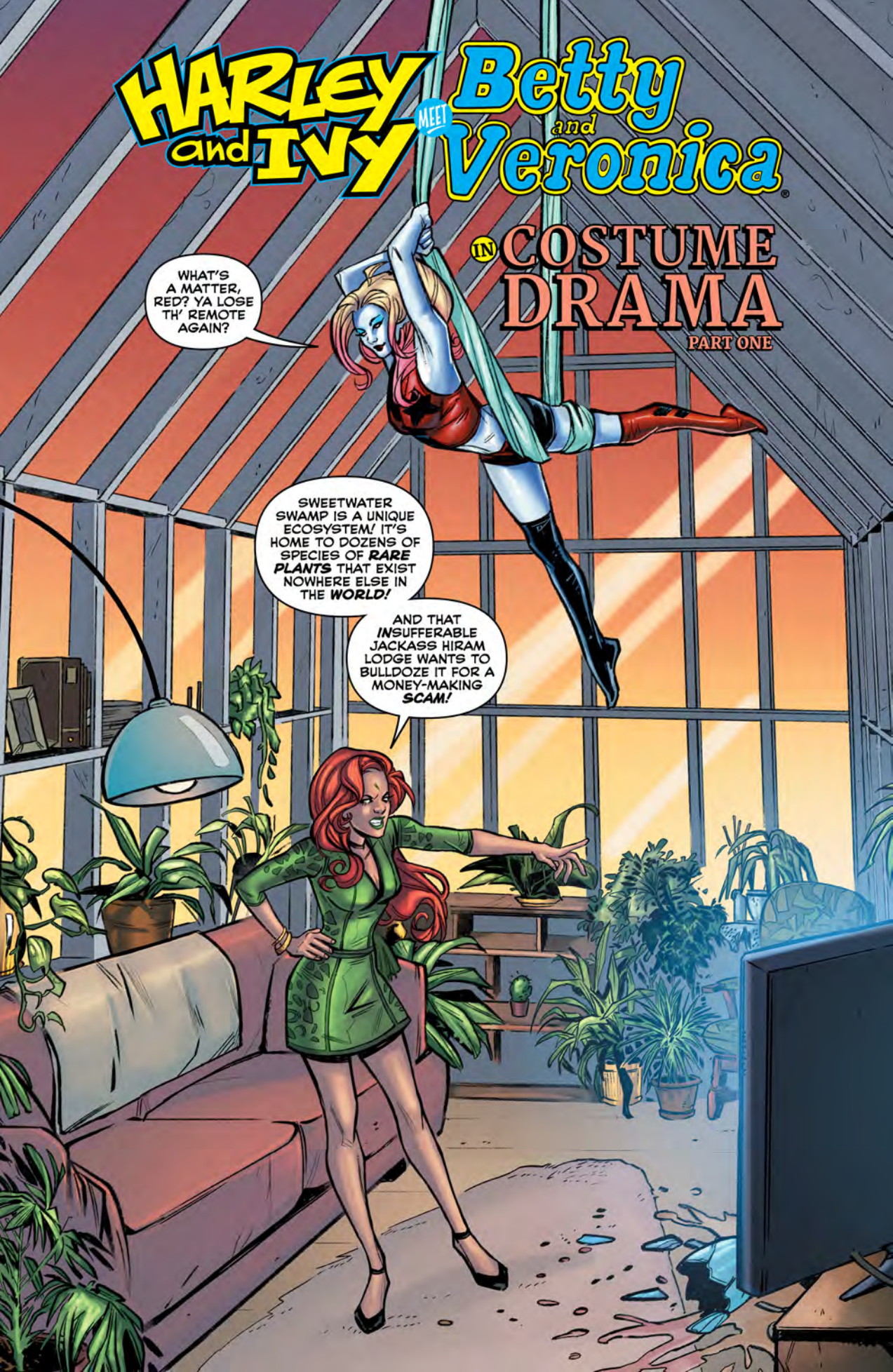
HARLEY and IVY MEET Betty and Veronica

IN COSTUME DRAMA PART ONE

WHAT'S A MATTER, RED? YA LOSE TH' REMOTE AGAIN?

SWEETWATER SWAMP IS A UNIQUE ECOSYSTEM! IT'S HOME TO DOZENS OF SPECIES OF RARE PLANTS THAT EXIST NOWHERE ELSE IN THE WORLD!

AND THAT INSUFFERABLE JACKASS HIRAM LODGE WANTS TO BULLDOZE IT FOR A MONEY-MAKING SCAM!





THE FREE COLLEGE PART SEEMS NICE.

OH, PLEASE! HE'S GIVING AWAY A FEW **BOGUS CLASSES** TO LURE GULLIBLE TEENS TO HIS RIP-OFF **STRIP MALL!**



WE'VE GOT TO STOP LODGE BEFORE HE DESTROYS SWEETWATER SWAMP!

PACK YOUR BATS AND MALLETS, HARLEY! WE'RE GOING TO **RIVERDALE!**

WHOA, RED! USUALLY I'M A BIG FAN OF TH' "RUNNIN' OFF LIKE AN UNHINGED MANIAC" BIT, BUT DO YA THINK THAT'S SMART?

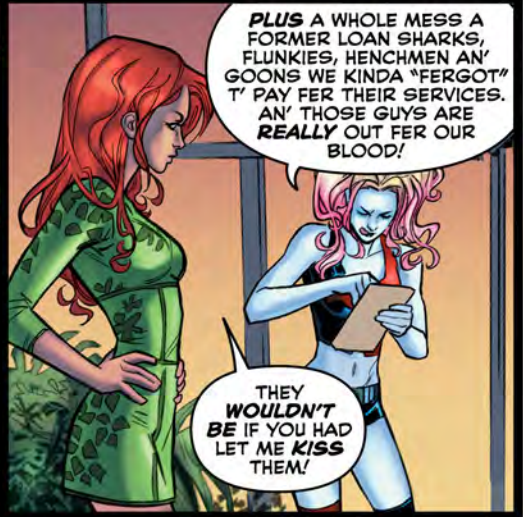
WE ARE HIDIN' OUT FROM THE COPS AT THE MOMENT.



NOT T' MENTION TH' B-MAN, TH' JLA, TH' JSA, JUSTICE LEAGUE DARK, MOST A' SUICIDE SQUAD...

(Geez, ya make one li'l mistake.)

...MY CRAZY EX-BOYFRIEND...



PLUS A WHOLE MESS A FORMER LOAN SHARKS, FLUNKIES, HENCHMEN AN' GOONS WE KINDA "FERGOT" T' PAY FER THEIR SERVICES. AN' THOSE GUYS ARE **REALLY** OUT FER OUR BLOOD!

THEY **WOULDN'T** BE IF YOU HAD LET ME **KISS** THEM!



YA **REALLY** WANNA LOCK LIPS WITH A CREEP LIKE "LENNY THE LAMPREY"? YUKKO!

NO. BUT YOU'VE GOT A POINT, HARL. WE'LL TAKE THIS NICE AND EASY. GO IN SWEET AS ROSES...



...AND SAVE OUR **THORNS** FOR LATER!



Archie
COMICS

HARLEY and IVY

MEET

Betty and Veronica

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