



RIVERDALE USA.
THE POSTCARD-PERFECT,
QUINTESSENTIAL AMERICAN
SMALL TOWN.




WELCOME TO
Riverdale

IT'S THE KIND OF PLACE WHERE PEOPLE
ACTUALLY TALK TO THEIR NEIGHBORS, WHERE
EVERYONE LOOKS OUT FOR EACH OTHER.
THE KIND OF PLACE PARENTS DREAM OF
THEIR KIDS GROWING UP IN. AND LUCKY ME--




--I GET TO.
I'VE LIVED
HERE MY
ENTIRE
LIFE...


BUT THAT DOESN'T
MEAN I'VE GOT THIS
PLACE FIGURED OUT.
NO SIR, FAR FROM IT.



IN FACT, MAYBE IT'S THE CYNIC IN ME, BUT
I CAN NEVER QUITE SHAKE THE FEELING
THAT PAST THE METICULOUSLY MANICURED
FRONT LAWNS, BEHIND THE DOORS OF
THOSE IDYLIC LITTLE HOMES--



ARE THE SECRETS.
THE TRUTHS THAT,
IF KNOWN, WOULD
CHANGE EVERYTHING
ABOUT THIS PLACE.



AND SURE, MAYBE I'M BEING DRAMATIC.
EVERY TOWN HAS ITS GHOSTS. AND ZOMBIES.
AND WEREWOLVES AND PREDATORS.
OR MAYBE THAT'S JUST US? I DUNNO,
I'VE GOT A BIG IMAGINATION.

BUT THAT DOESN'T
MEAN THERE
AREN'T SOME REAL
QUESTIONS DYING
TO BE ANSWERED
OUT THERE.

LIKE, FOR
INSTANCE--

--HOW HAVE I NOT SEEN MY BEST FRIEND FOR THREE MONTHS?!!

Pop's

CHOCK'LIT SHOPPE

I DON'T KNOW, MAN, I WISH I KNEW WHAT TO TELL YOU...

ARCHIE, COME ON, IT'S NOT A TOUGH QUESTION.

YOU'RE THE ONE GUY THAT STUCK AROUND. AND YET NOBODY'S HEARD SO MUCH AS A PEEP OUT OF YOU THE ENTIRE TIME!

I'M NOT THE ONE ON TRIAL HERE.

I'M NOT ON TRIAL!

WE'LL LET THE JURY DECIDE THAT. SO LET ME ASK YOU AGAIN--

EVERYBODY ELSE HAS BEEN GONE ALL SUMMER, OFF HAVING NEW EXPERIENCES, NEW ADVENTURES. EVEN I GOT OUTTA DODGE! BUT YOU...

Uh... NOBODY'S HEARD FROM YOU, EITHER-- AND WHAT'S WITH THE NOTEPAD?



WHAT HAVE YOU BEEN DOING ALL SUMMER?

...NOTHING?

THAT'S GREAT, ARCH-- THAT'S GREAT, THANKS. YOU'VE JUST GIVEN ME MY TITLE--

"How I Wasted My Summer Vacation!"

THAT'S RIGHT,
SUMMER
VACATION.

IF YOU'RE FROM A
SLEEPY LITTLE BURG
LIKE THIS ONE, IT'S
THE CHANCE TO
BREAK FREE FOR A
LITTLE WHILE, TO
SPREAD YOUR WINGS
AND SEE WHAT ELSE
IS OUT THERE--

--EVEN IF YOU
ALWAYS
END UP HOME
IN THE END.



YOU BRING THE EXPERIENCES AND THE
THINGS YOU LEARNED BACK WITH YOU,
RIGHT ALONGSIDE YOUR NOW-HEAVIER
LUGGAGE.

YOU'RE A
DIFFERENT
PERSON
THAN YOU
WERE WHEN
YOU LEFT--

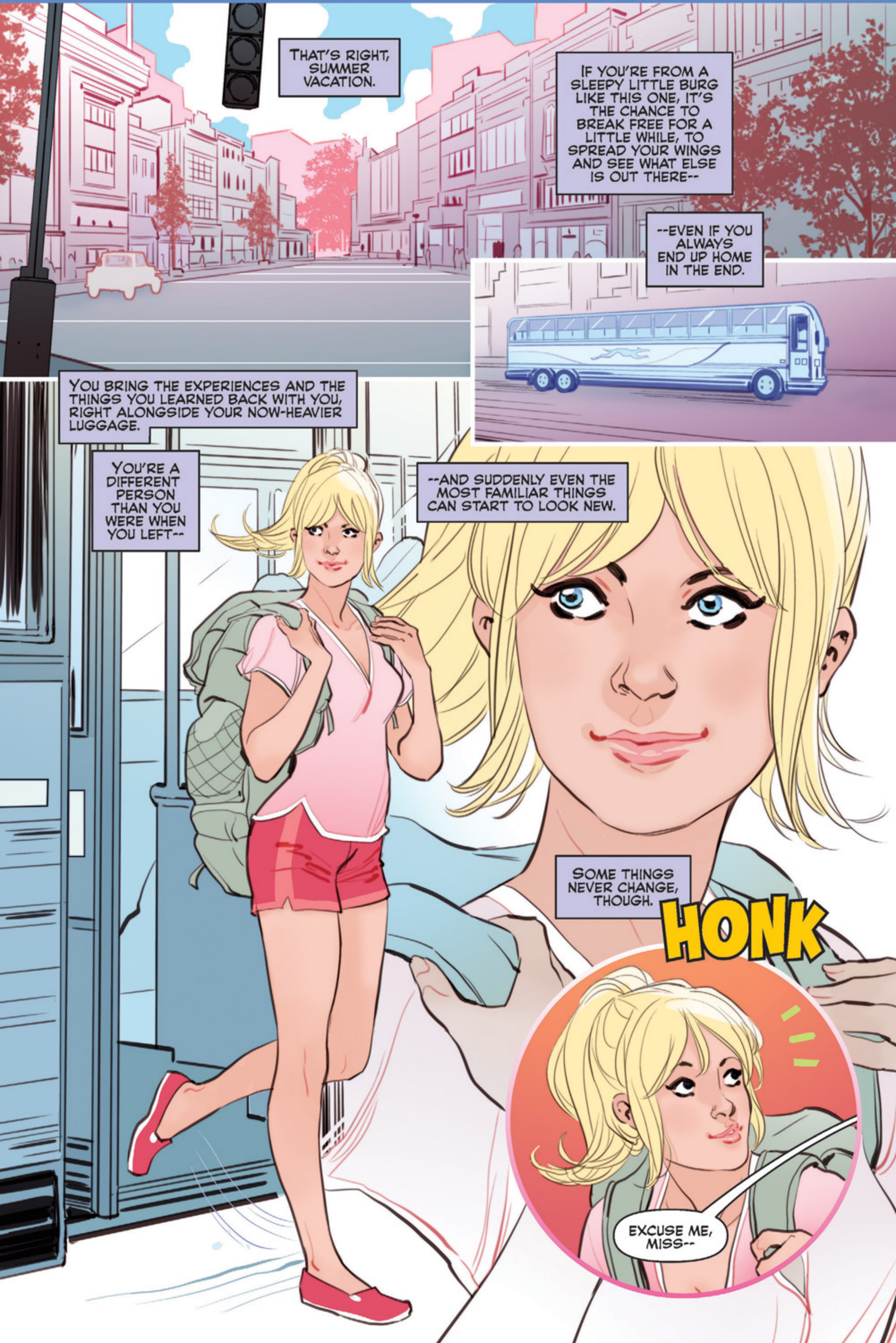
--AND SUDDENLY EVEN THE
MOST FAMILIAR THINGS
CAN START TO LOOK NEW.

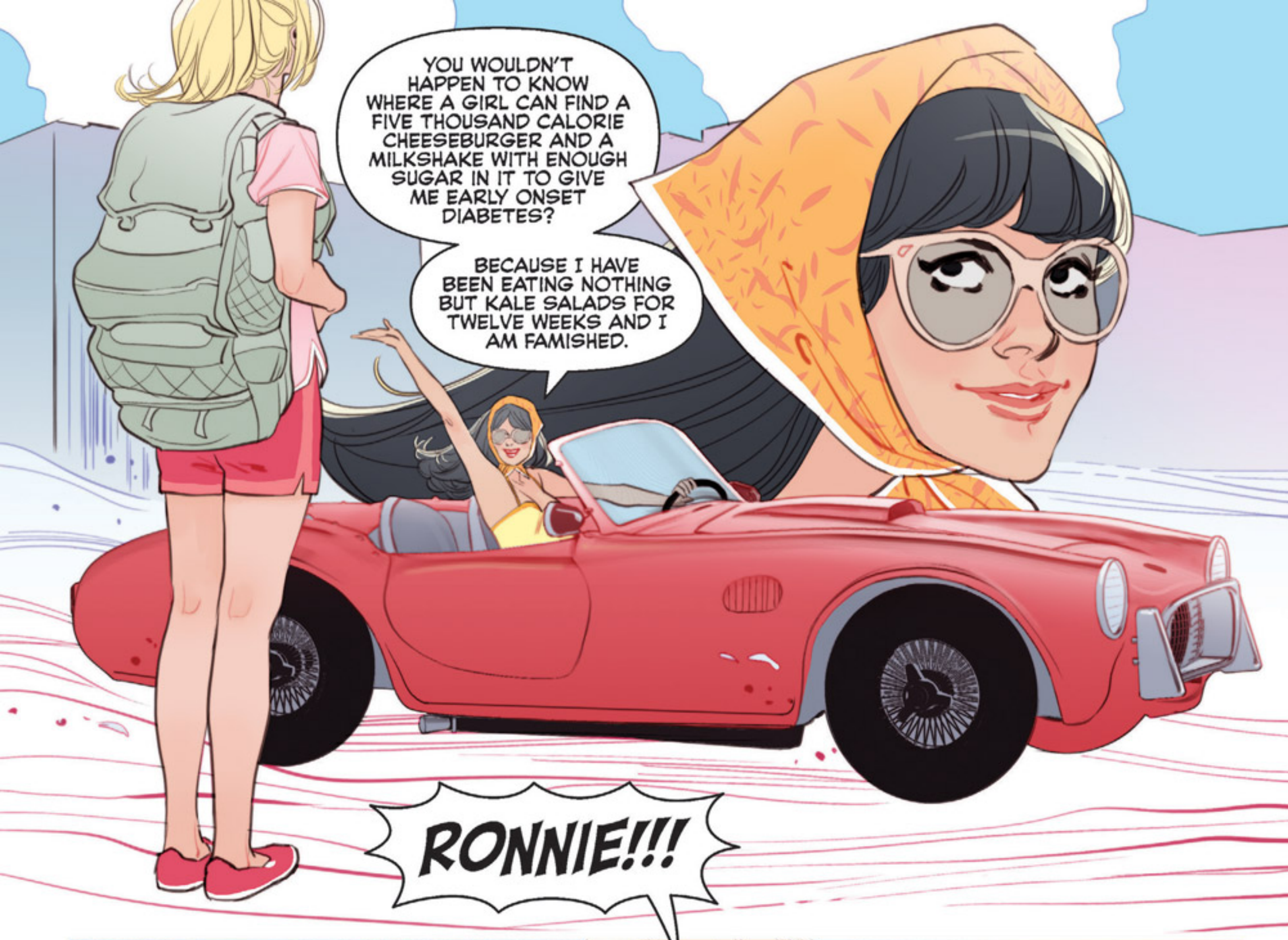
SOME THINGS
NEVER CHANGE,
THOUGH.

HONK



EXCUSE ME,
MISS--





YOU WOULDN'T HAPPEN TO KNOW WHERE A GIRL CAN FIND A FIVE THOUSAND CALORIE CHEESEBURGER AND A MILKSHAKE WITH ENOUGH SUGAR IN IT TO GIVE ME EARLY ONSET DIABETES?

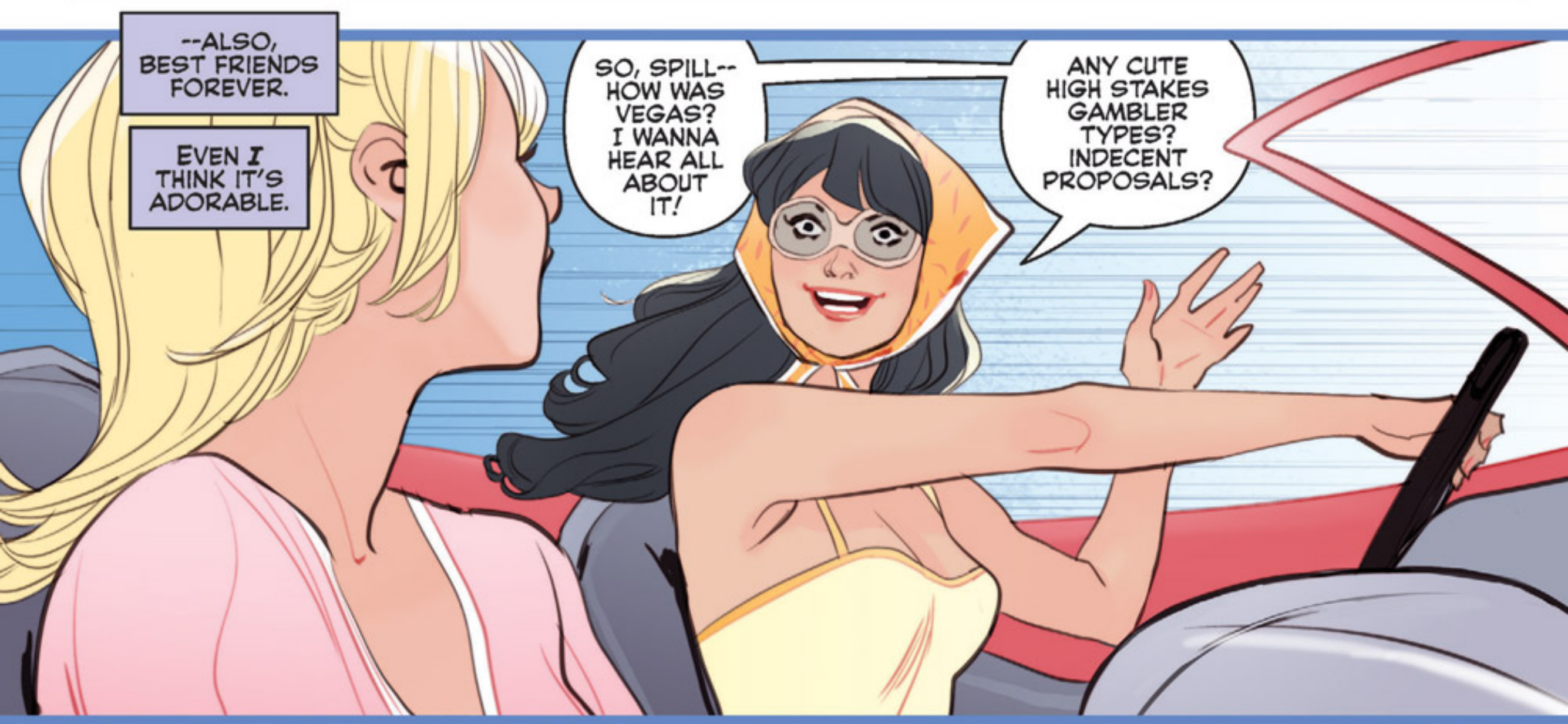
BECAUSE I HAVE BEEN EATING NOTHING BUT KALE SALADS FOR TWELVE WEEKS AND I AM FAMISHED.

RONNIE!!!



HEY, B-- HOW MUCH DID YOU MISS ME?

BETTY COOPER, SMALL TOWN GIRL NEXT DOOR. VERONICA LODGE, MULTIMILLIONAIRE BIG CITY VIXEN. COMPLETE AND TOTAL OPPOSITES--



--ALSO, BEST FRIENDS FOREVER.

EVEN I THINK IT'S ADORABLE.

SO, SPILL-- HOW WAS VEGAS? I WANNA HEAR ALL ABOUT IT!

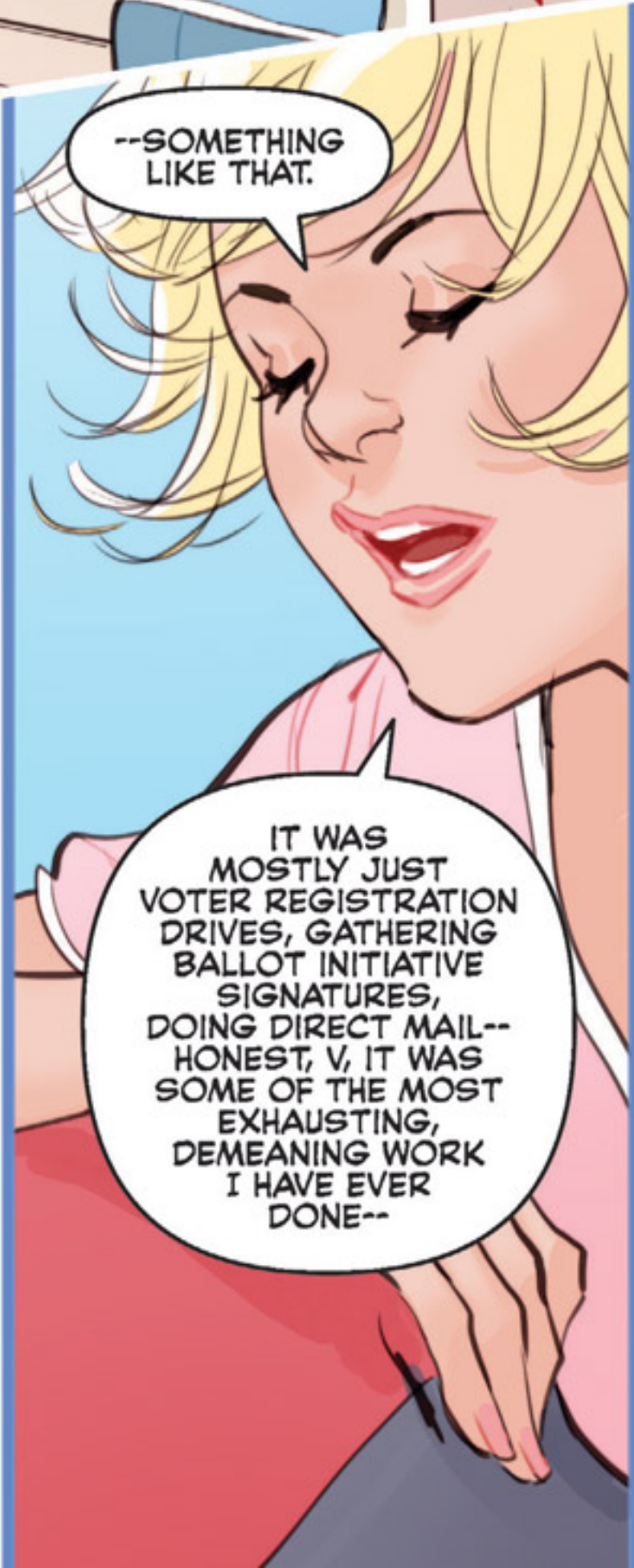
ANY CUTE HIGH STAKES GAMBLER TYPES? INDECENT PROPOSALS?



VERONICA, COME ON, YOU KNOW IT WASN'T ANYTHING LIKE THAT-- I DIDN'T EVEN SEE THE STRIP, WE WERE SO BUSY.

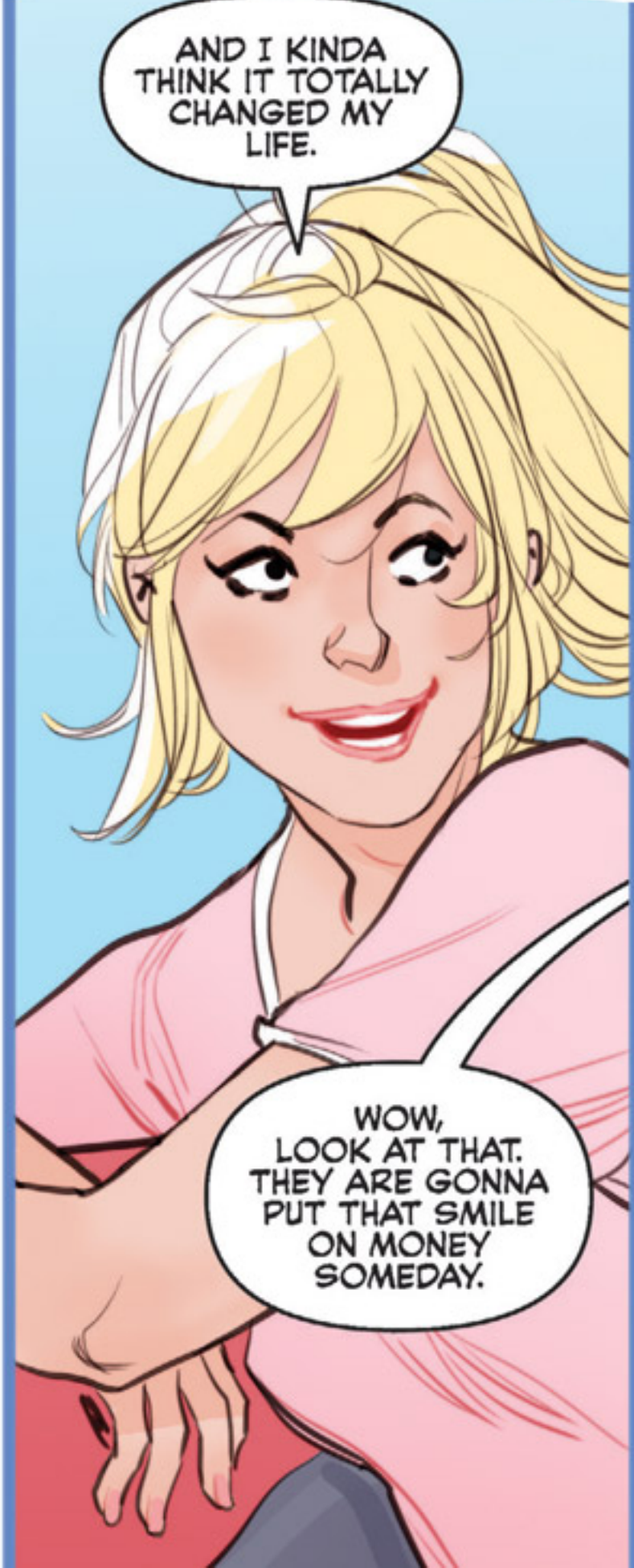
Oh, THAT'S RIGHT, I FORGOT, RIVERDALE'S OWN YOUNG REVOLUTIONARY-- YOU WERE OUT THERE CHANGING THE WORLD.

YEAH--



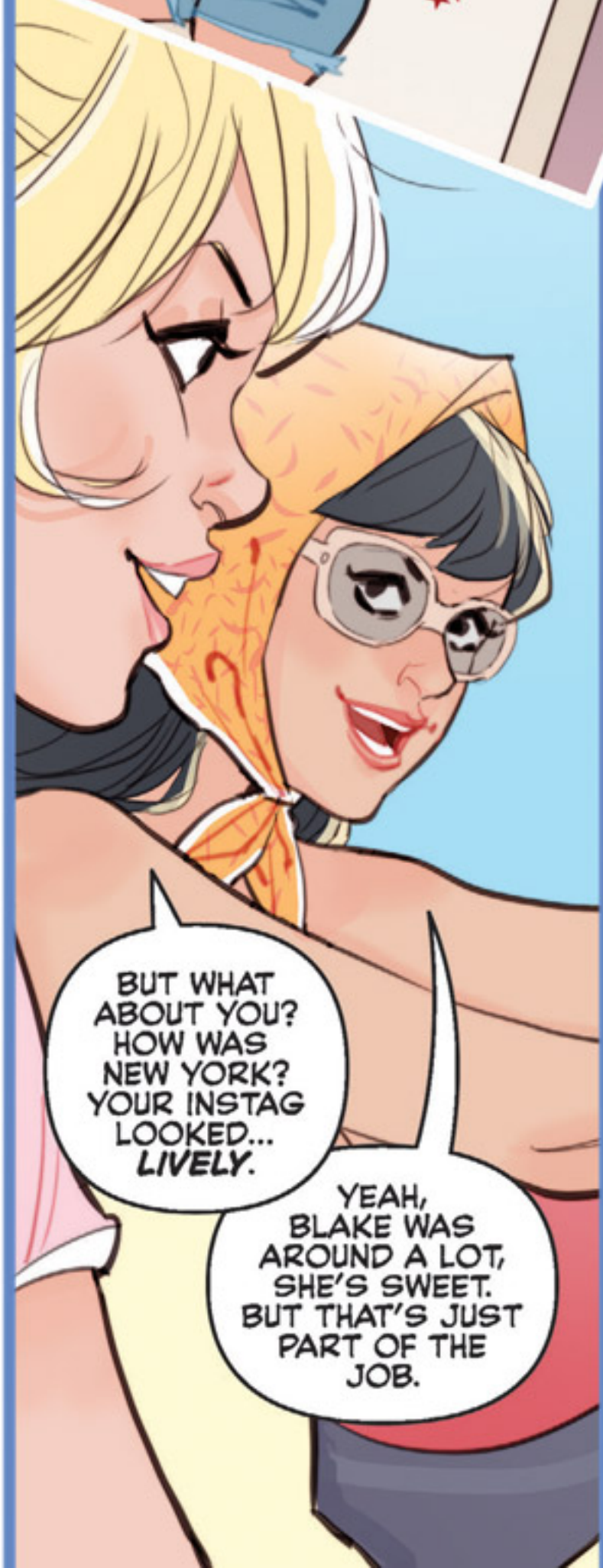
--SOMETHING LIKE THAT.

IT WAS MOSTLY JUST VOTER REGISTRATION DRIVES, GATHERING BALLOT INITIATIVE SIGNATURES, DOING DIRECT MAIL-- HONEST, V, IT WAS SOME OF THE MOST EXHAUSTING, DEMEANING WORK I HAVE EVER DONE--



AND I KINDA THINK IT TOTALLY CHANGED MY LIFE.

WOW, LOOK AT THAT. THEY ARE GONNA PUT THAT SMILE ON MONEY SOMEDAY.



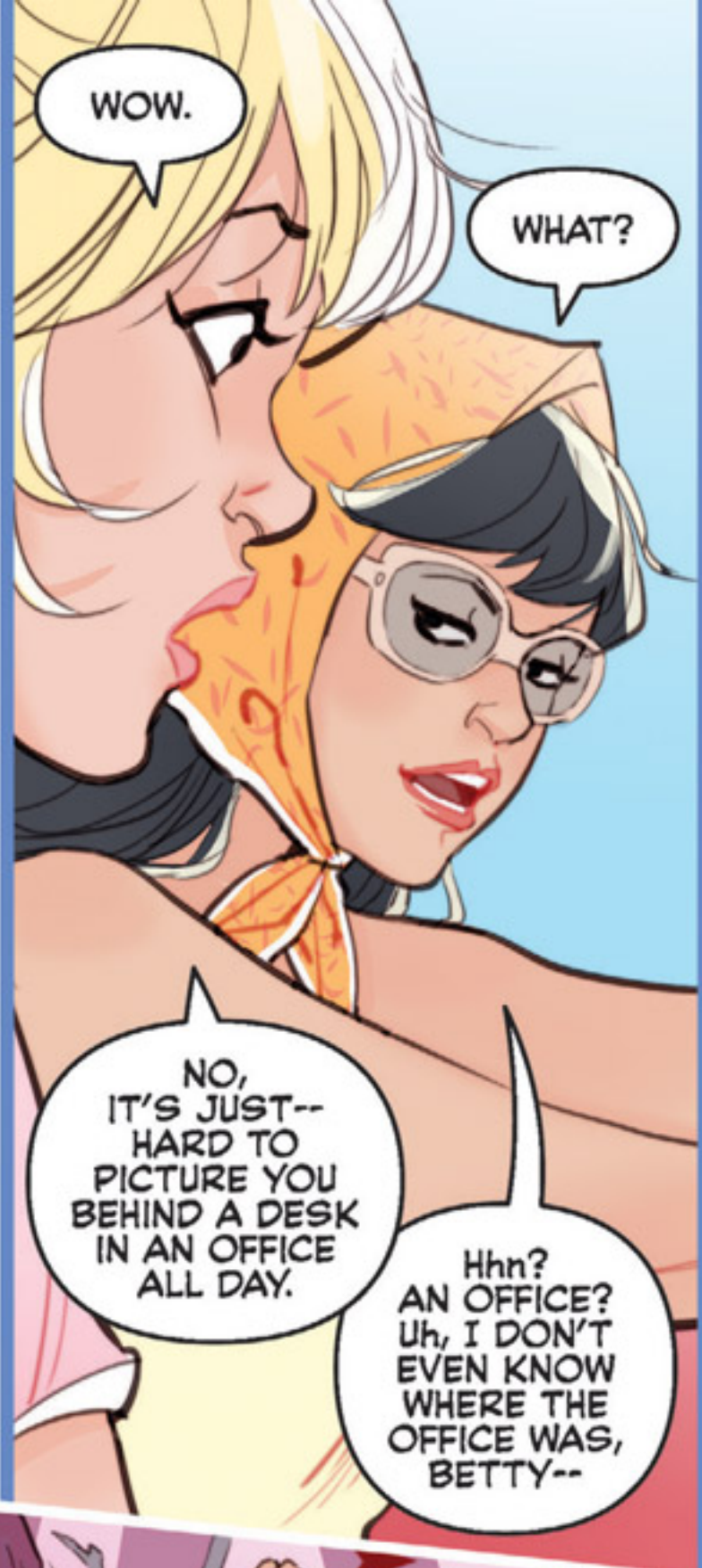
BUT WHAT ABOUT YOU? HOW WAS NEW YORK? YOUR INSTAG LOOKED... LIVELY.

YEAH, BLAKE WAS AROUND A LOT, SHE'S SWEET. BUT THAT'S JUST PART OF THE JOB.



AND...
WHAT JOB
WAS THAT
EXACTLY?

Oh, DADDY
SET ME UP WITH
AN INTERNSHIP IN
OUR NEW TALENT
MANAGEMENT
DIVISION, LODGE
ENTERTAINMENT.
SO GREAT.

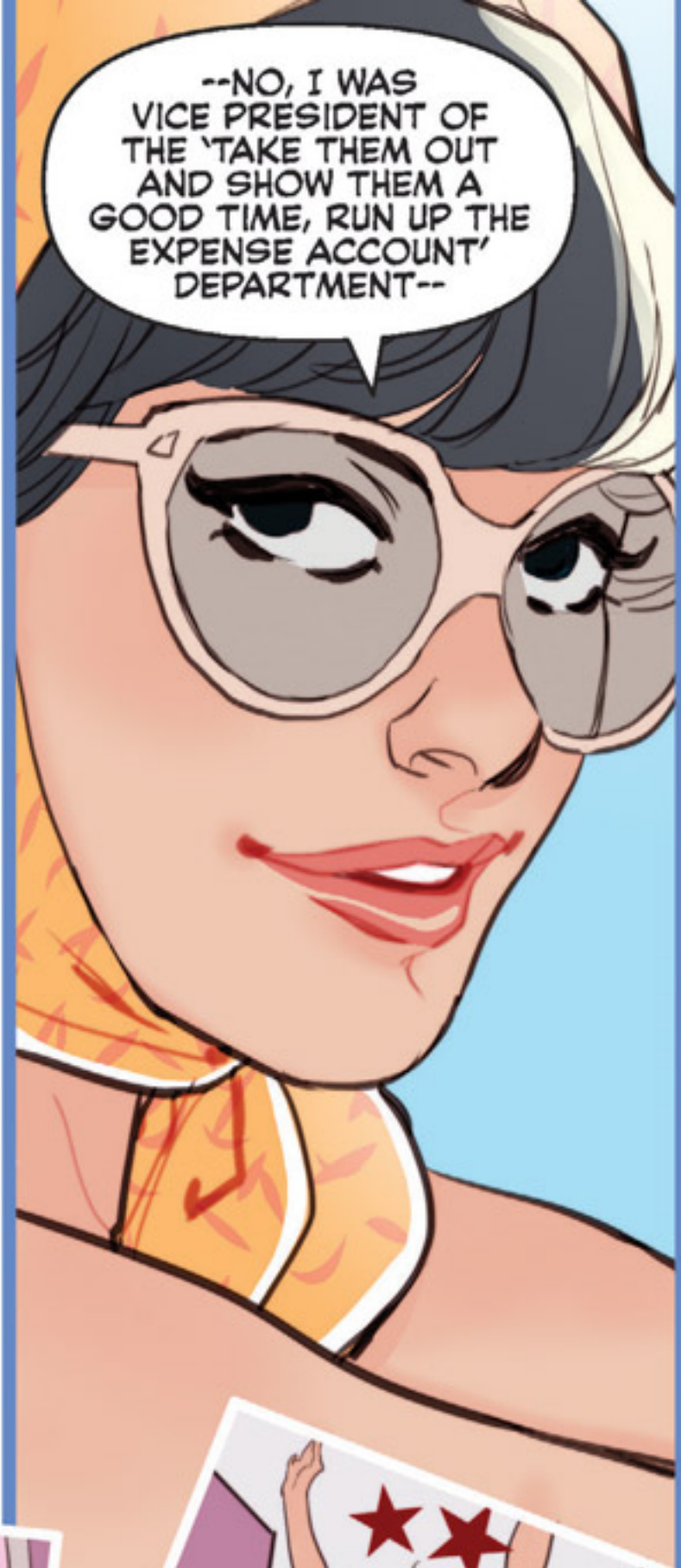


WOW.

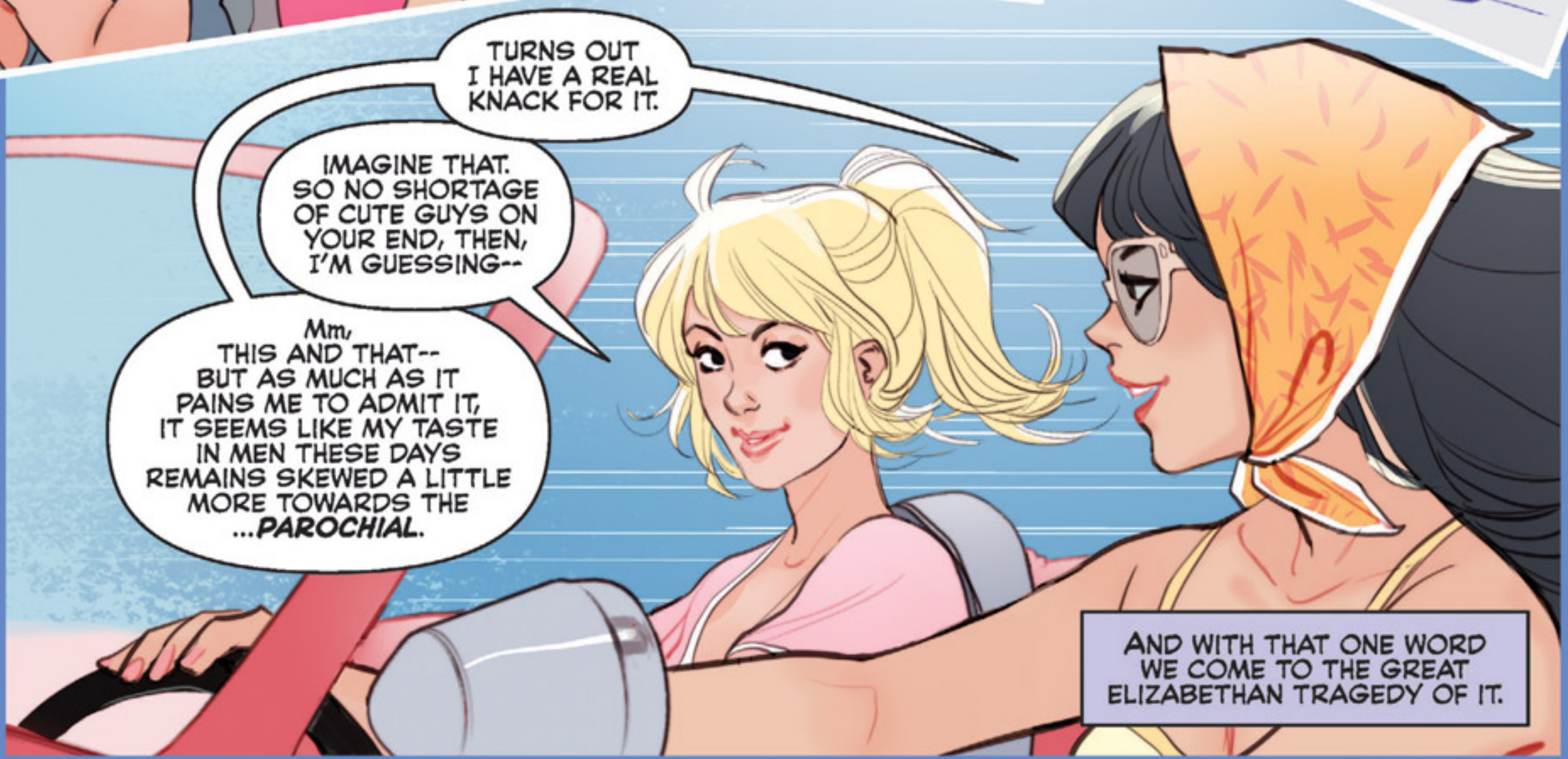
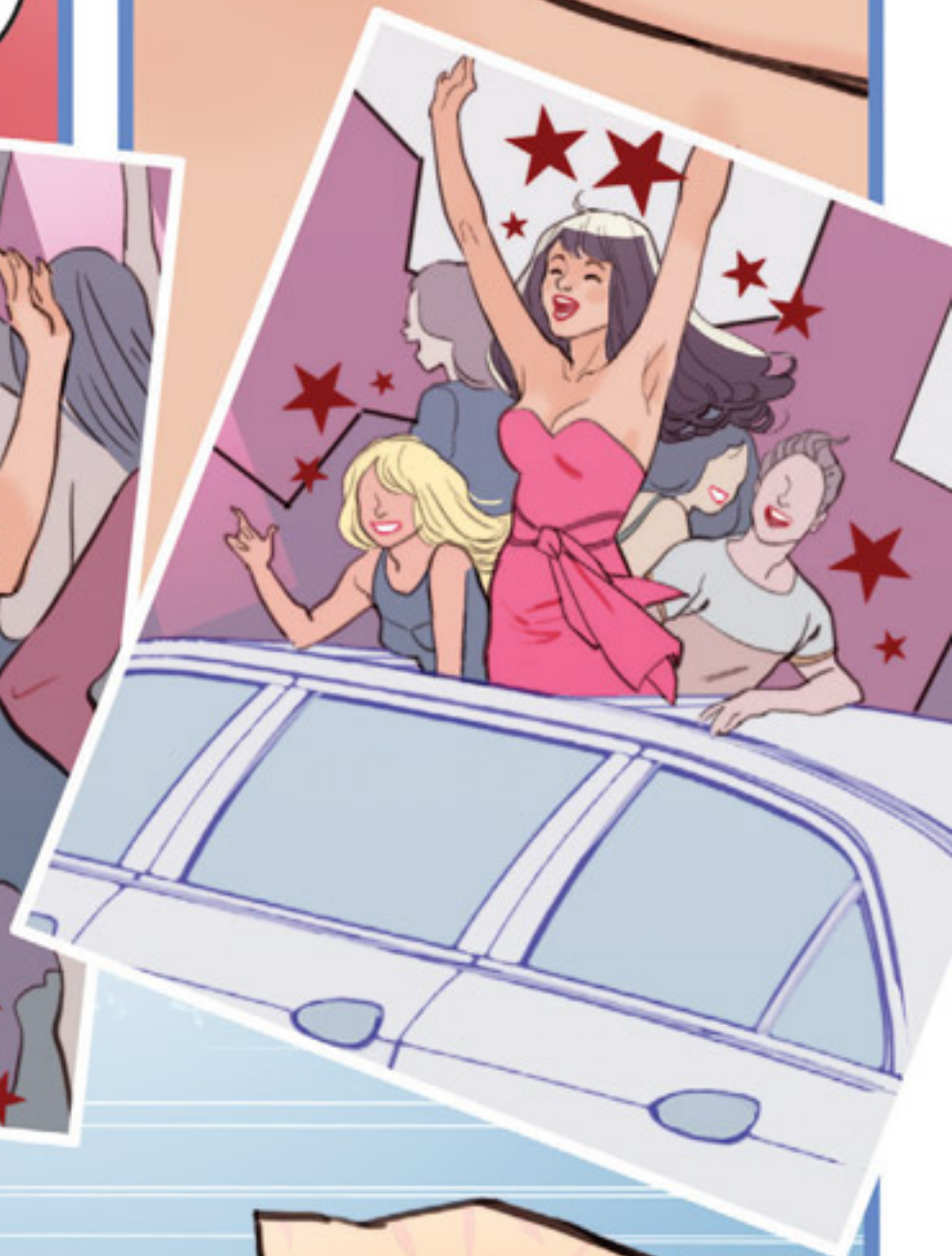
WHAT?

NO,
IT'S JUST--
HARD TO
PICTURE YOU
BEHIND A DESK
IN AN OFFICE
ALL DAY.

Hhn?
AN OFFICE?
Uh, I DON'T
EVEN KNOW
WHERE THE
OFFICE WAS,
BETTY--



--NO, I WAS
VICE PRESIDENT OF
THE 'TAKE THEM OUT
AND SHOW THEM A
GOOD TIME, RUN UP THE
EXPENSE ACCOUNT'
DEPARTMENT--



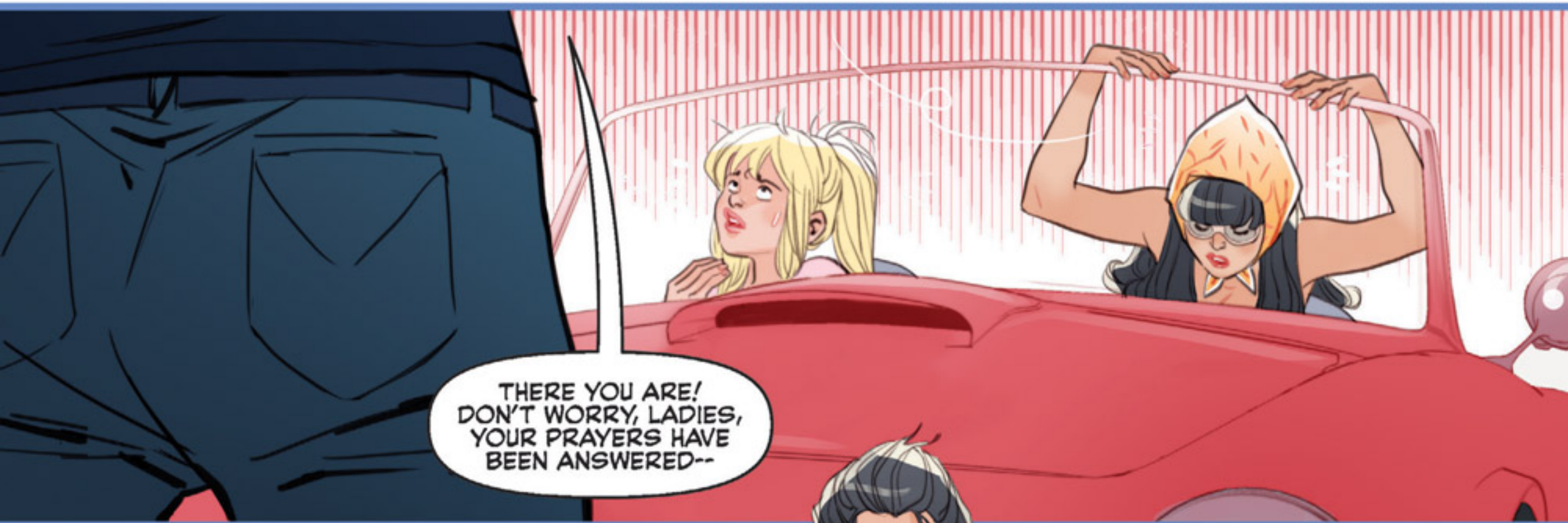
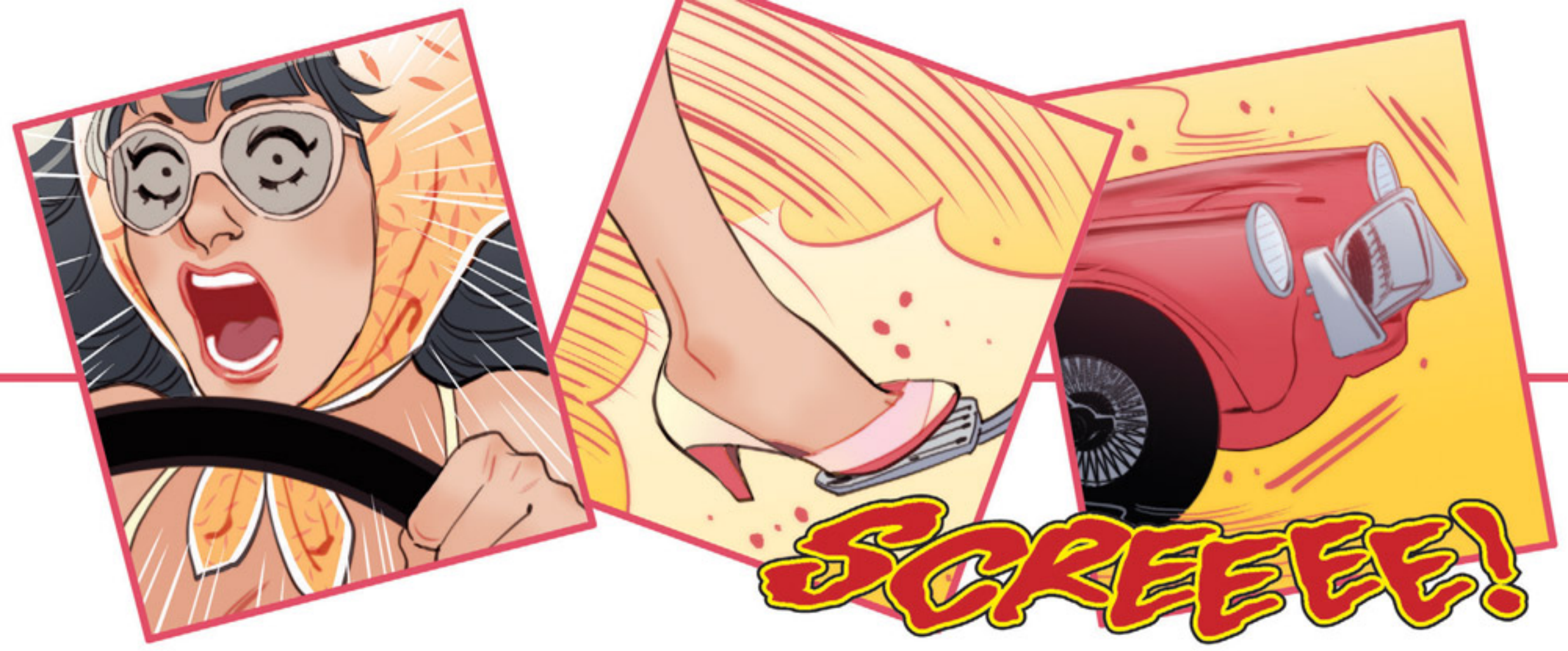
TURNS OUT
I HAVE A REAL
KNACK FOR IT.

IMAGINE THAT.
SO NO SHORTAGE
OF CUTE GUYS ON
YOUR END, THEN,
I'M GUESSING--

Mm,
THIS AND THAT--
BUT AS MUCH AS IT
PAINS ME TO ADMIT IT,
IT SEEMS LIKE MY TASTE
IN MEN THESE DAYS
REMAINS SKEWED A LITTLE
MORE TOWARDS THE
...PAROCHIAL.

AND WITH THAT ONE WORD
WE COME TO THE GREAT
ELIZABETHAN TRAGEDY OF IT.







WOULD ANYONE HAVE REALLY MISSED HIM?

REGGIE, I ALMOST JUST KILLED YOU.

AND IMAGINE THE TRAGIC IRONY IN *THAT*, VERONICA--

--SPENDING YOUR ENTIRE SUMMER WONDERING WHERE THE MAN OF YOUR DREAMS HAS GONE!

THEN, ONLY AS *YOU* TAKE HIS LIFE DUE TO YOUR TERRIBLE, **TERRIBLE** DRIVING, DO YOU REALIZE--



--HE WAS IN YOUR *HEART* ALL ALONG.

AND ALSO AT FOOTBALL CAMP. KNOCKIN' THEM HEADS.

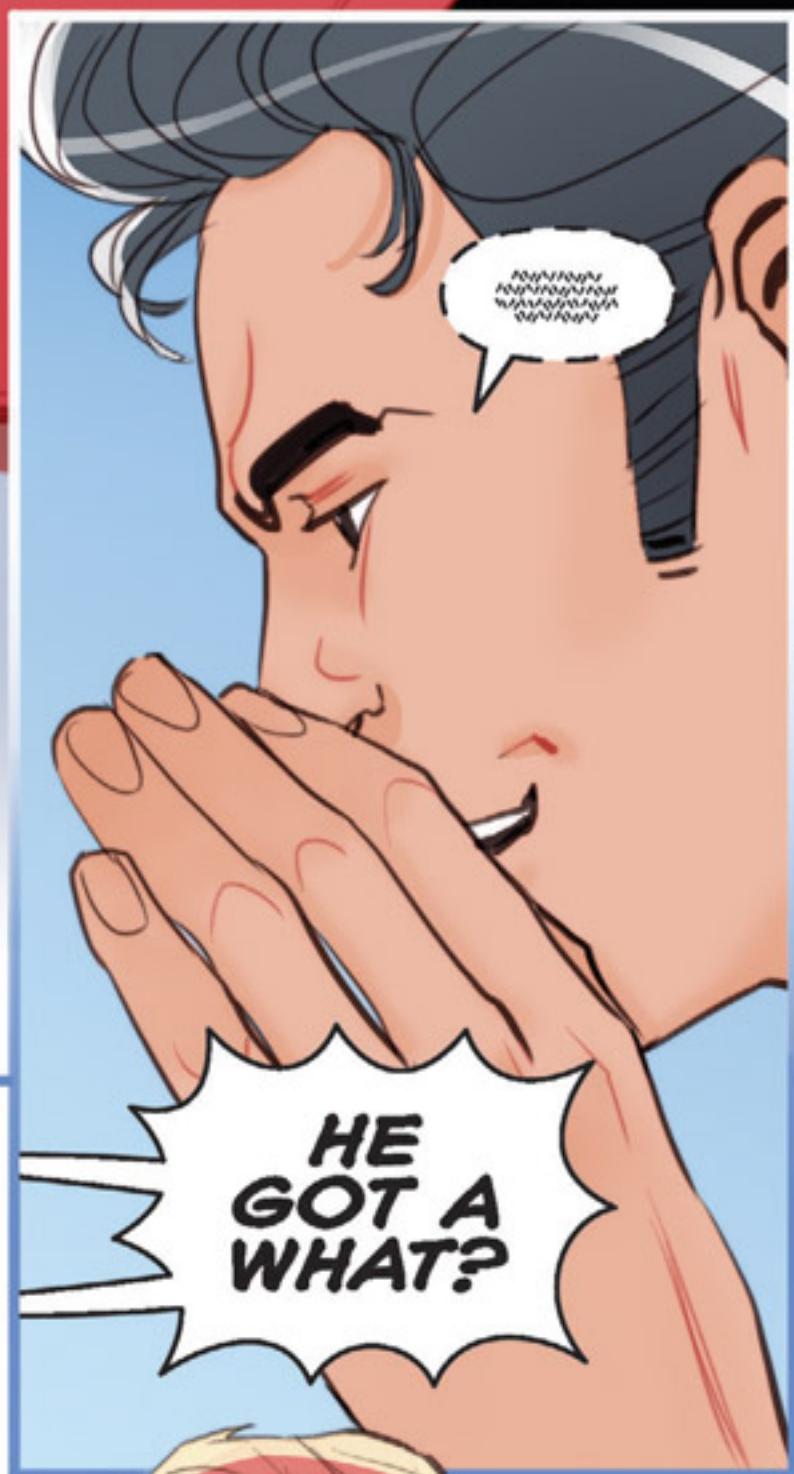
YOU REALIZE YOU'RE STILL BLOCKING TRAFFIC, RIGHT?

OF COURSE I DO, BETTS-- BUT HERE'S THE THING--



THE RULES NO LONGER APPLY. THE OLD ORDER HAS COLLAPSED.

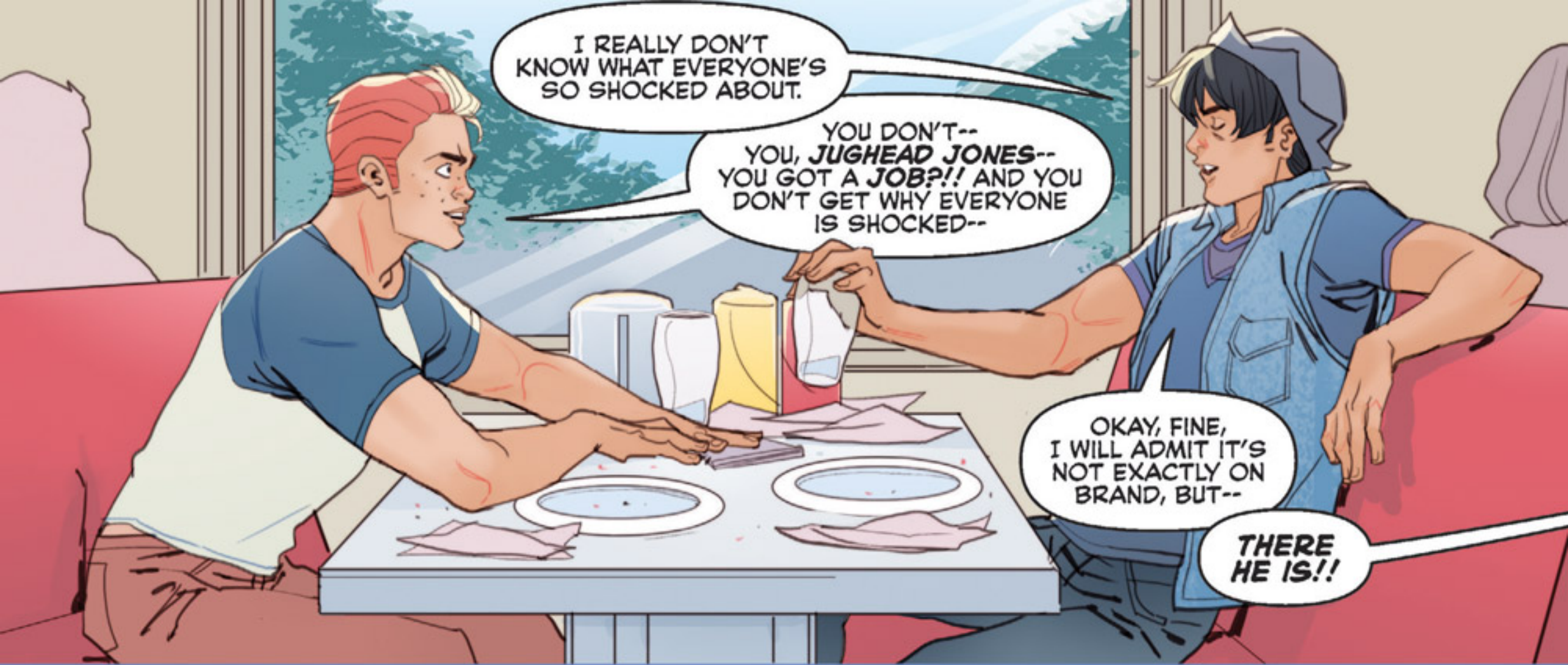
AND I CAN PROVE IT. I'M ABOUT TO SHARE A DEVELOPMENT IN OUR SLEEPY LITTLE TOWN THAT WILL FOREVER TURN YOUR WORLD UPSIDE DOWN. GET READY--



HE GOT A WHAT?



YOU GOT A WHAT?



I REALLY DON'T KNOW WHAT EVERYONE'S SO SHOCKED ABOUT.

YOU DON'T-- YOU, **JUGHEAD JONES**-- YOU GOT A **JOB?!** AND YOU DON'T GET WHY EVERYONE IS SHOCKED--

OKAY, FINE, I WILL ADMIT IT'S NOT EXACTLY ON BRAND, BUT--

THERE HE IS!!



THERE'S MY NEW SUPERSTAR WRITER!

MR. MANTLE! SO YOU ARE--

THIS GUY'S NEW BOSS? THAT'S RIGHT--

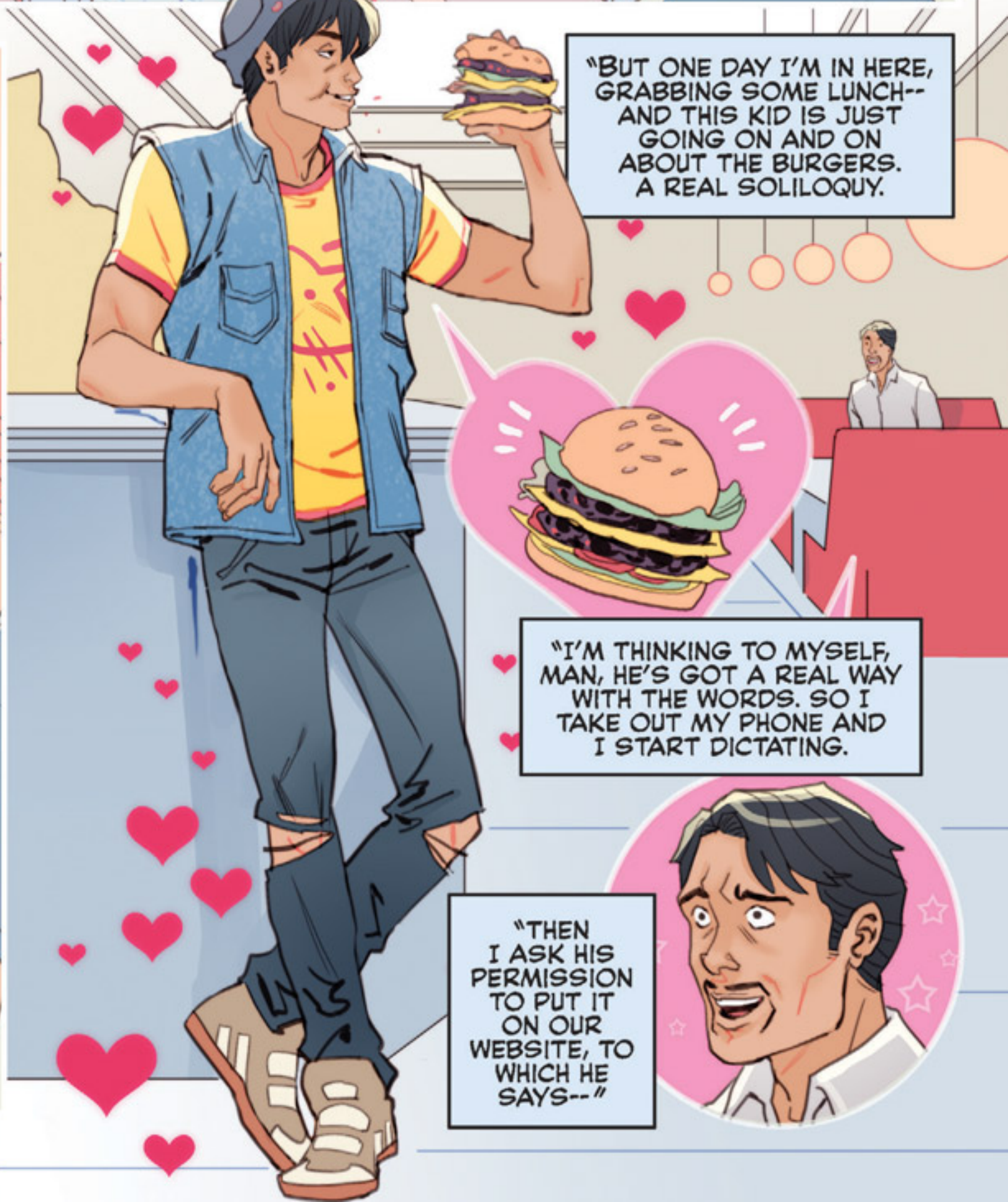


JUGHEAD HERE IS OFFICIALLY LEAD COLUMNIST FOR THE RIVERDALE GAZETTE!

IT'S A REAL HONOR.

AND A SURPRISE...

NO KIDDING-- I COULDN'T BELIEVE IT MYSELF--



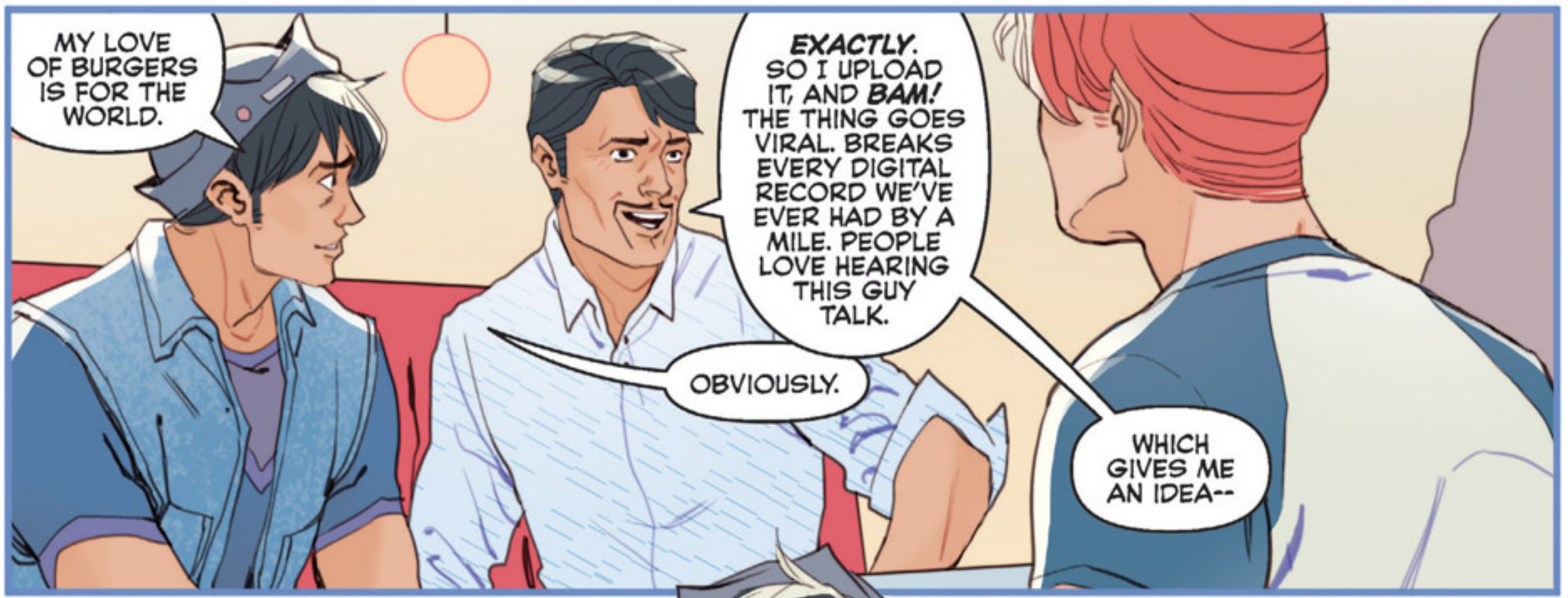
"BUT ONE DAY I'M IN HERE, GRABBING SOME LUNCH-- AND THIS KID IS JUST GOING ON AND ON ABOUT THE BURGERS. A REAL SOLILOQUY.



"I'M THINKING TO MYSELF, MAN, HE'S GOT A REAL WAY WITH THE WORDS. SO I TAKE OUT MY PHONE AND I START DICTATING.

"THEN I ASK HIS PERMISSION TO PUT IT ON OUR WEBSITE, TO WHICH HE SAYS--"





MY LOVE OF BURGERS IS FOR THE WORLD.

EXACTLY. SO I UPLOAD IT, AND BAM! THE THING GOES VIRAL. BREAKS EVERY DIGITAL RECORD WE'VE EVER HAD BY A MILE. PEOPLE LOVE HEARING THIS GUY TALK.

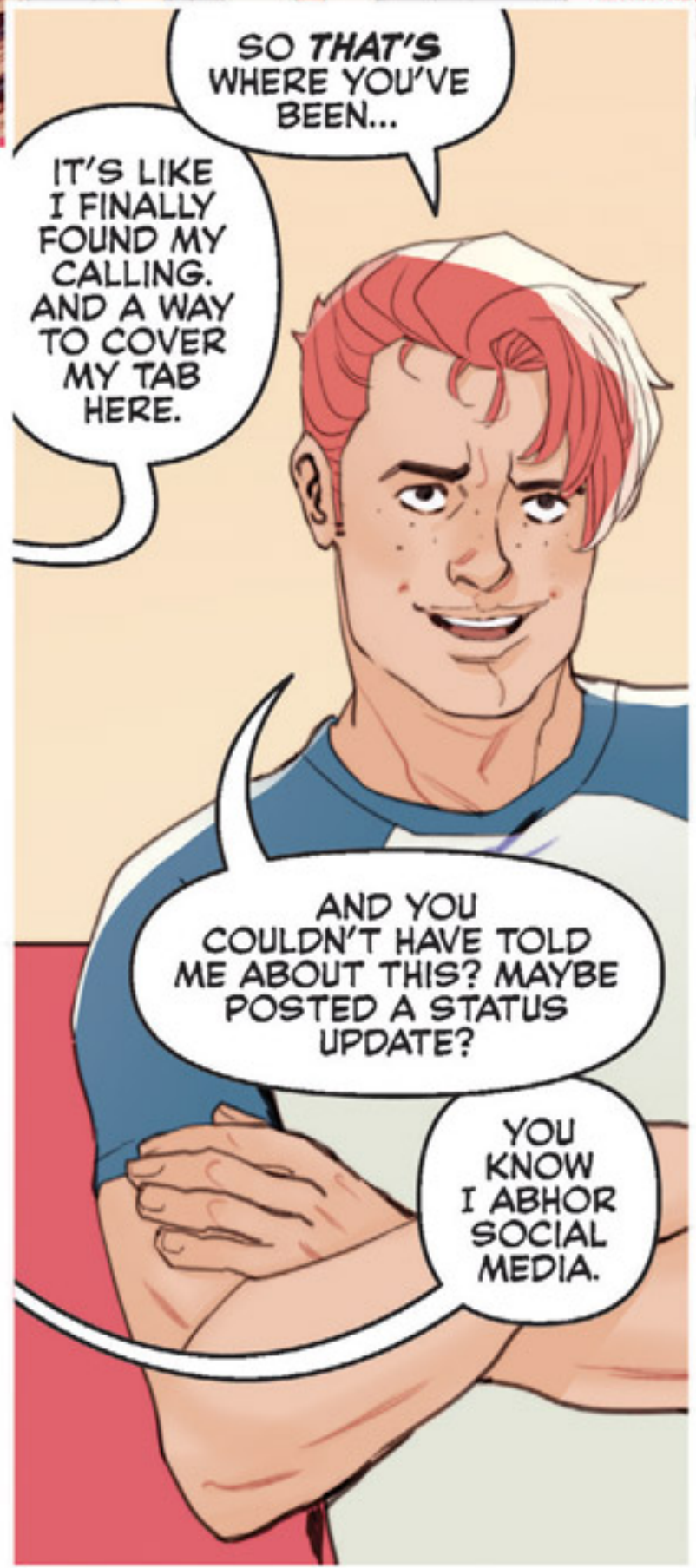
OBVIOUSLY.

WHICH GIVES ME AN IDEA--

"WHY NOT MAKE THIS A SERIES? SEND HIM OUT ALL OVER THE REGION, WRITING ABOUT RESTAURANTS--"



"--AND THE WHOLE THING JUST EXPLODES! EACH ARTICLE DOES BETTER THAN THE LAST! PEOPLE CAN'T GET ENOUGH JUGHEAD!"



SO THAT'S WHERE YOU'VE BEEN...

IT'S LIKE I FINALLY FOUND MY CALLING. AND A WAY TO COVER MY TAB HERE.

AND YOU COULDN'T HAVE TOLD ME ABOUT THIS? MAYBE POSTED A STATUS UPDATE?

YOU KNOW I ABHOR SOCIAL MEDIA.



MY PHONE IS RINGING OFF THE HOOK WITH INVESTORS WHO WANT TO SPIN HIS STUFF OUT INTO ITS OWN SITE, WITH STREAMING VIDEO, MAYBE A PODCAST--

--AND NOT JUST FOR FOODIE STUFF, BUT YOUTH CULTURE IN GENERAL--

--WHICH IS WHY I SUGGESTED THIS WHOLE 'HOW I SPENT MY SUMMER VACATION' ANGLE--



IT'S PRETTY PEDANTIC.

YOU KIDDER--BUT LISTEN, PAL, I DO NEED THIS ON MY DESK PRONTO.

THE EXECS ARE GETTING ANTSY. I'LL BE AT THE OFFICE LATE TONIGHT, DROP IT BY WHENEVER, GOT IT...

SIR, YES, SIR...