



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...

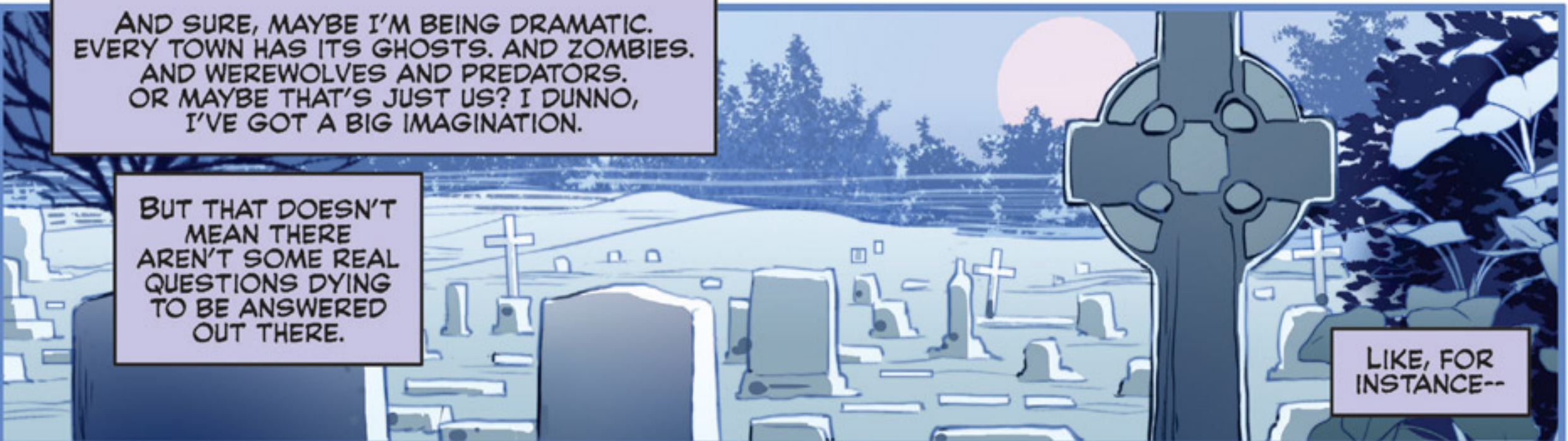
BUT THAT DOESN'T  
MEAN I'VE GOT THIS  
PLACE FIGURED OUT.  
NO SIR, FAR FROM IT.



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?



# "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.

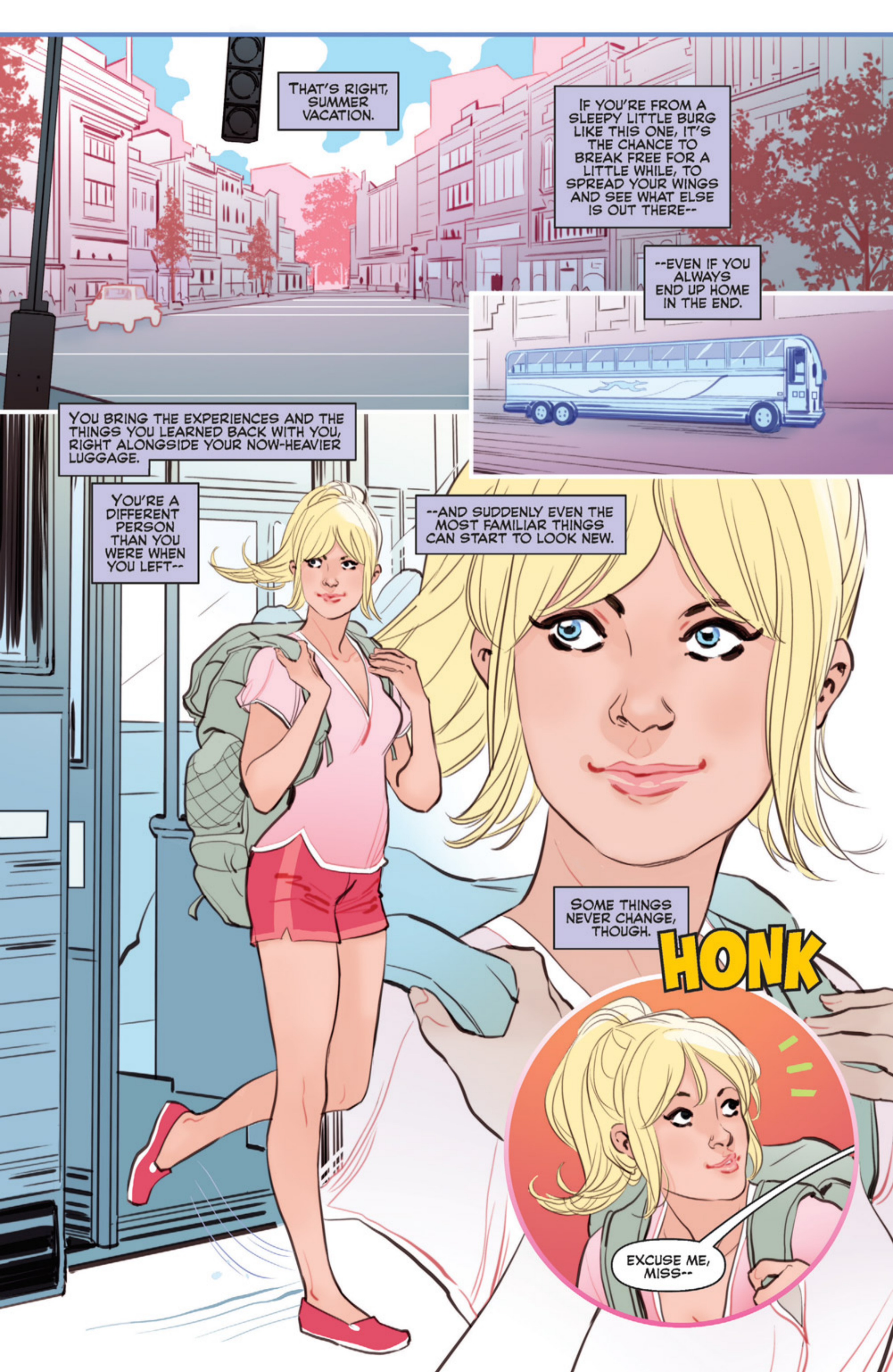
YOU'RE A  
DIFFERENT  
PERSON  
THAN YOU  
WERE WHEN  
YOU LEFT--

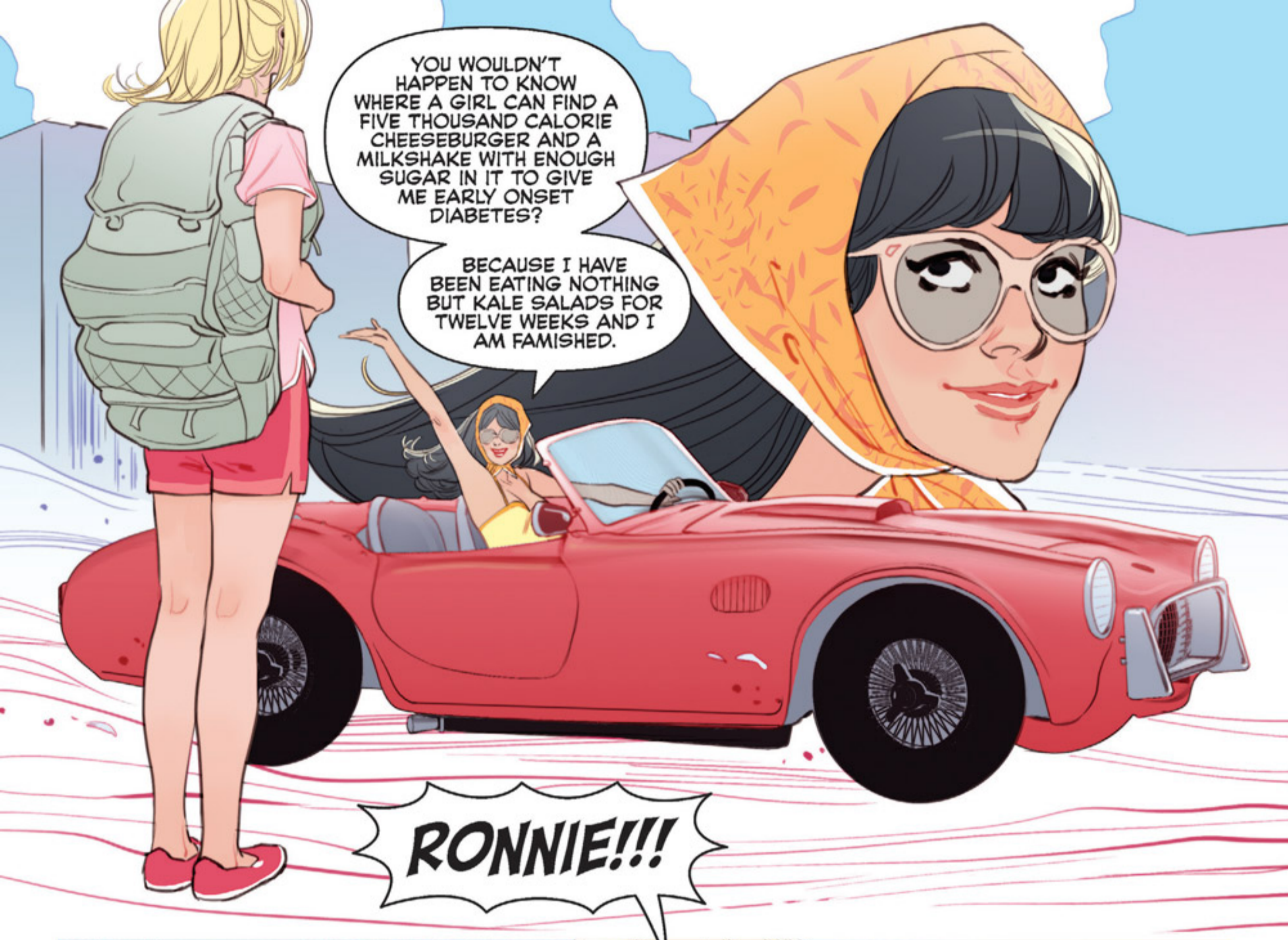
--AND SUDDENLY EVEN THE  
MOST FAMILIAR THINGS  
CAN START TO LOOK NEW.

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?

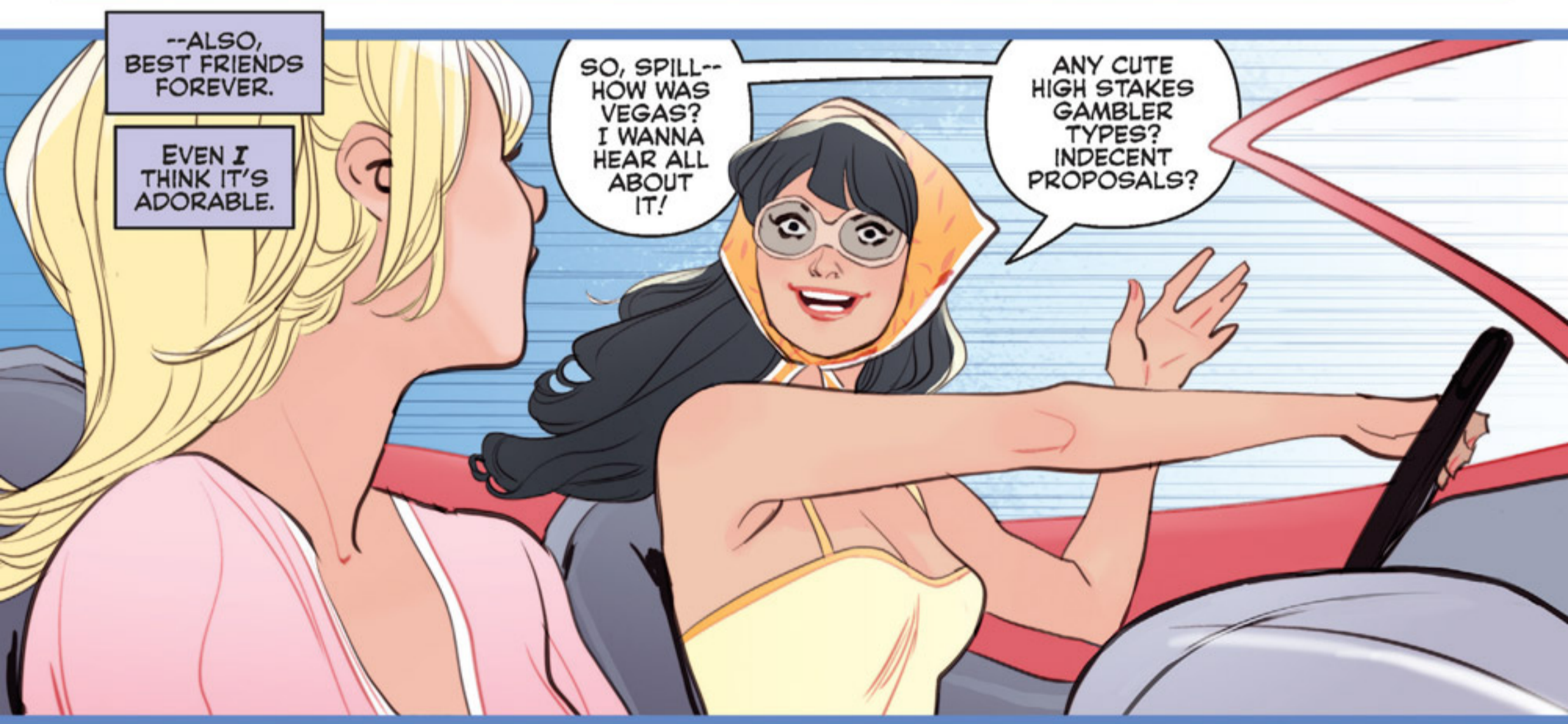
BECAUSE I HAVE BEEN EATING NOTHING BUT KALE SALADS FOR TWELVE WEEKS AND I AM FAMISHED.

**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!

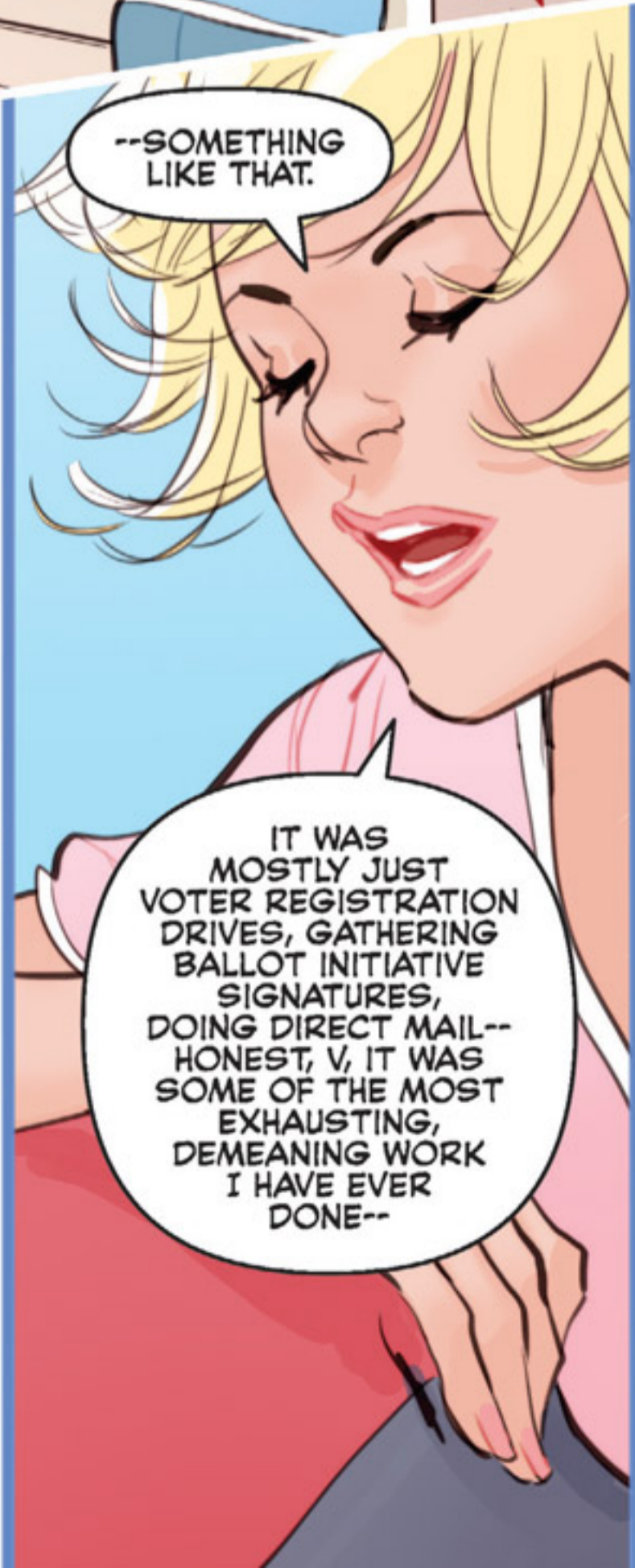
ANY CUTE HIGH STAKES GAMBLER TYPES? INDECENT PROPOSALS?



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

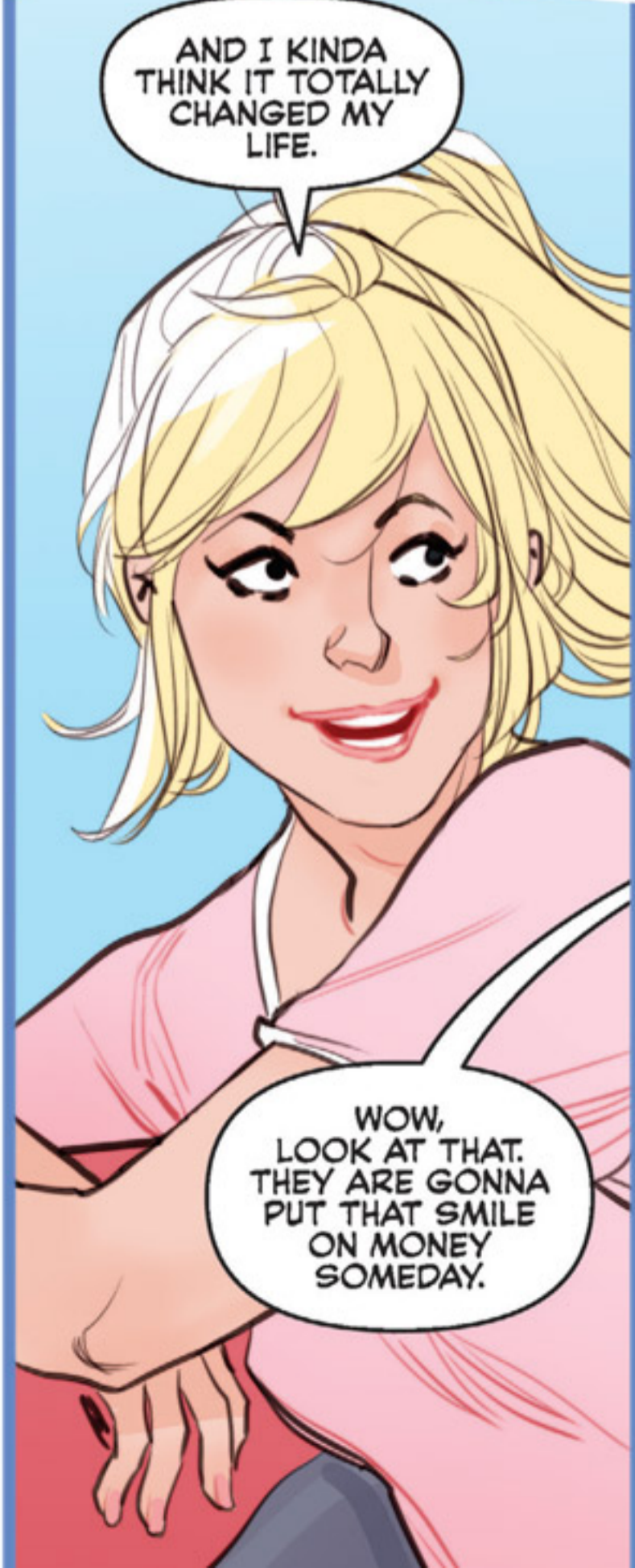
Oh, THAT'S RIGHT, I FORGOT, RIVERDALE'S OWN YOUNG REVOLUTIONARY-- YOU WERE OUT THERE CHANGING THE WORLD.

YEAH--



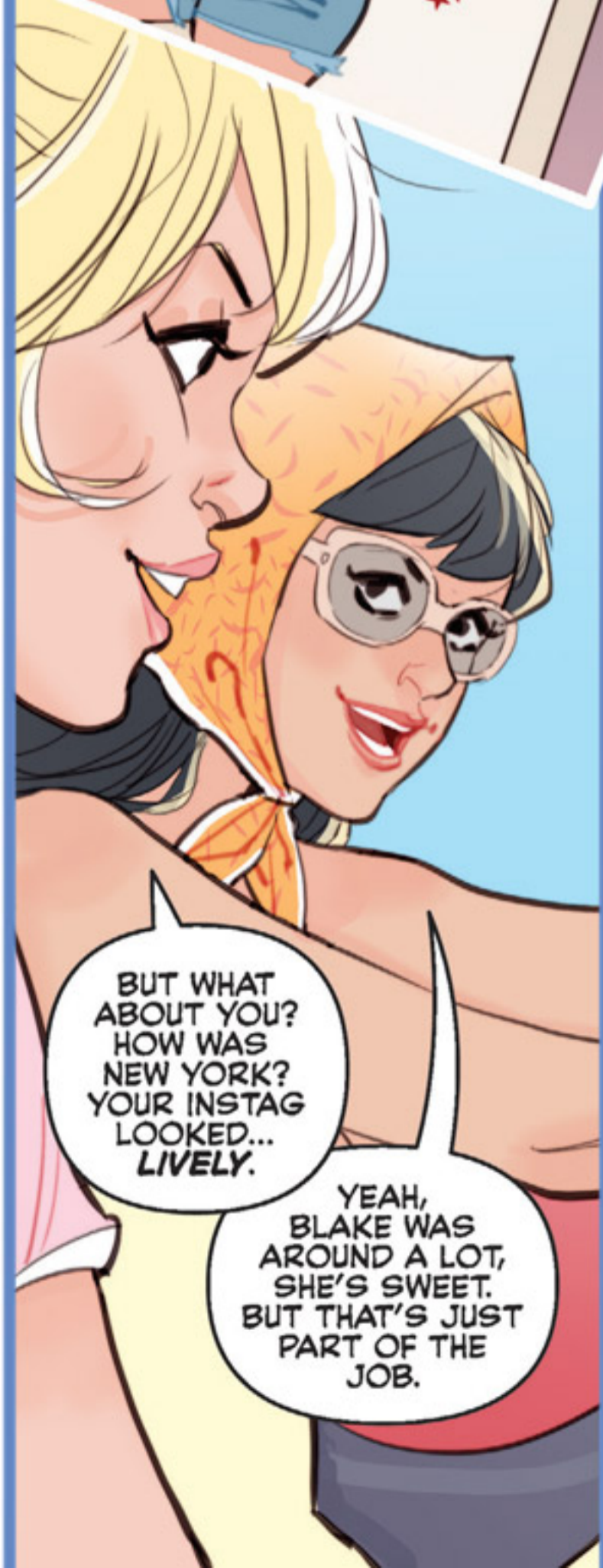
--SOMETHING LIKE THAT.

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.



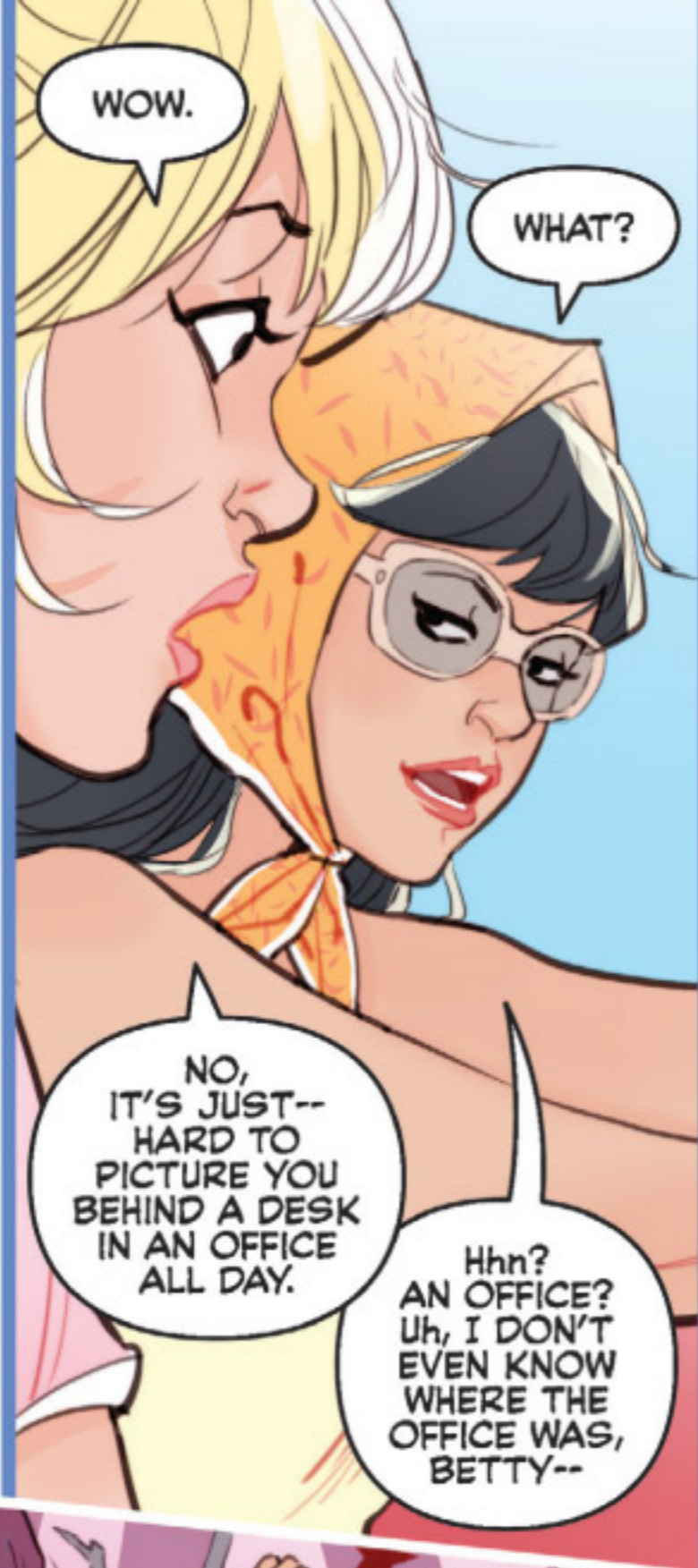
BUT WHAT ABOUT YOU? HOW WAS NEW YORK? YOUR INSTAG LOOKED... LIVELY.

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.

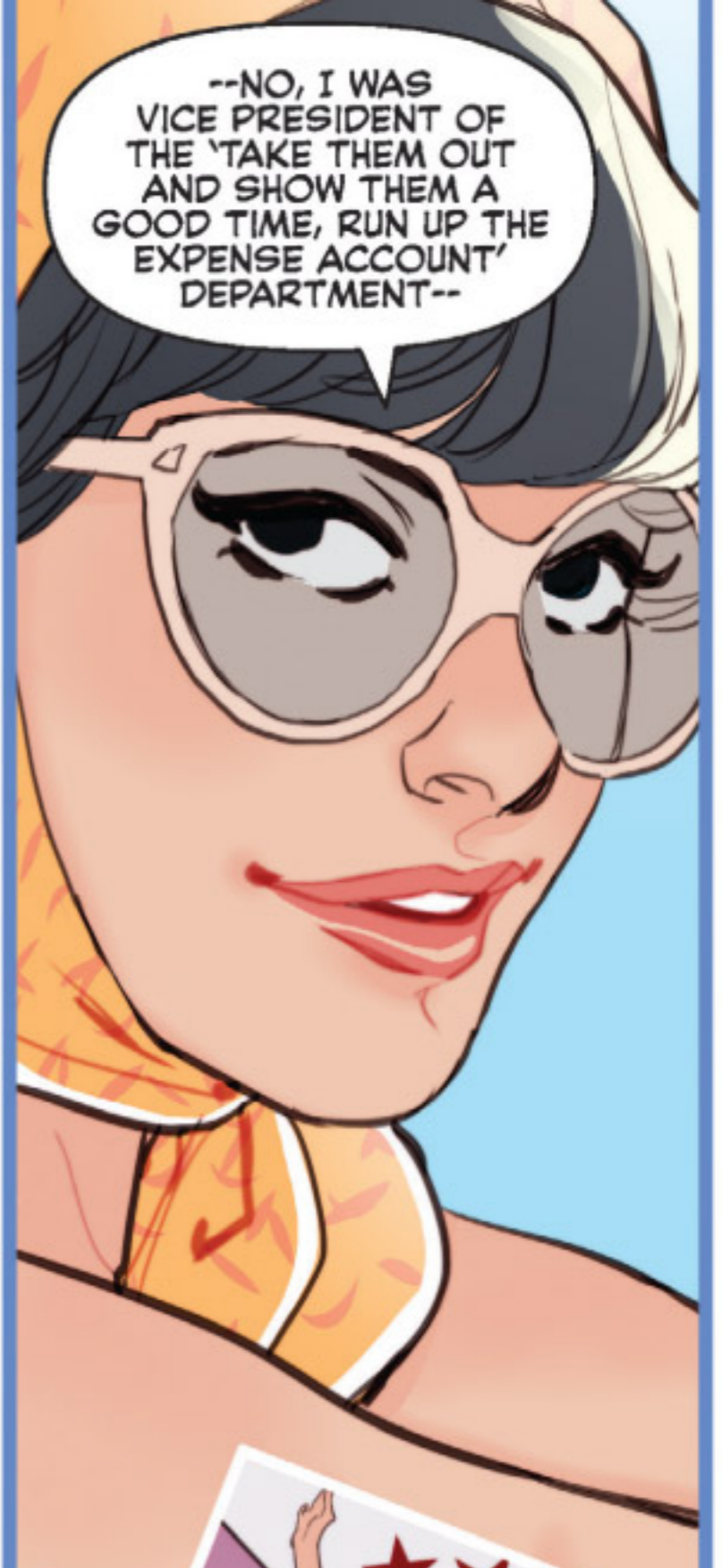


WOW.

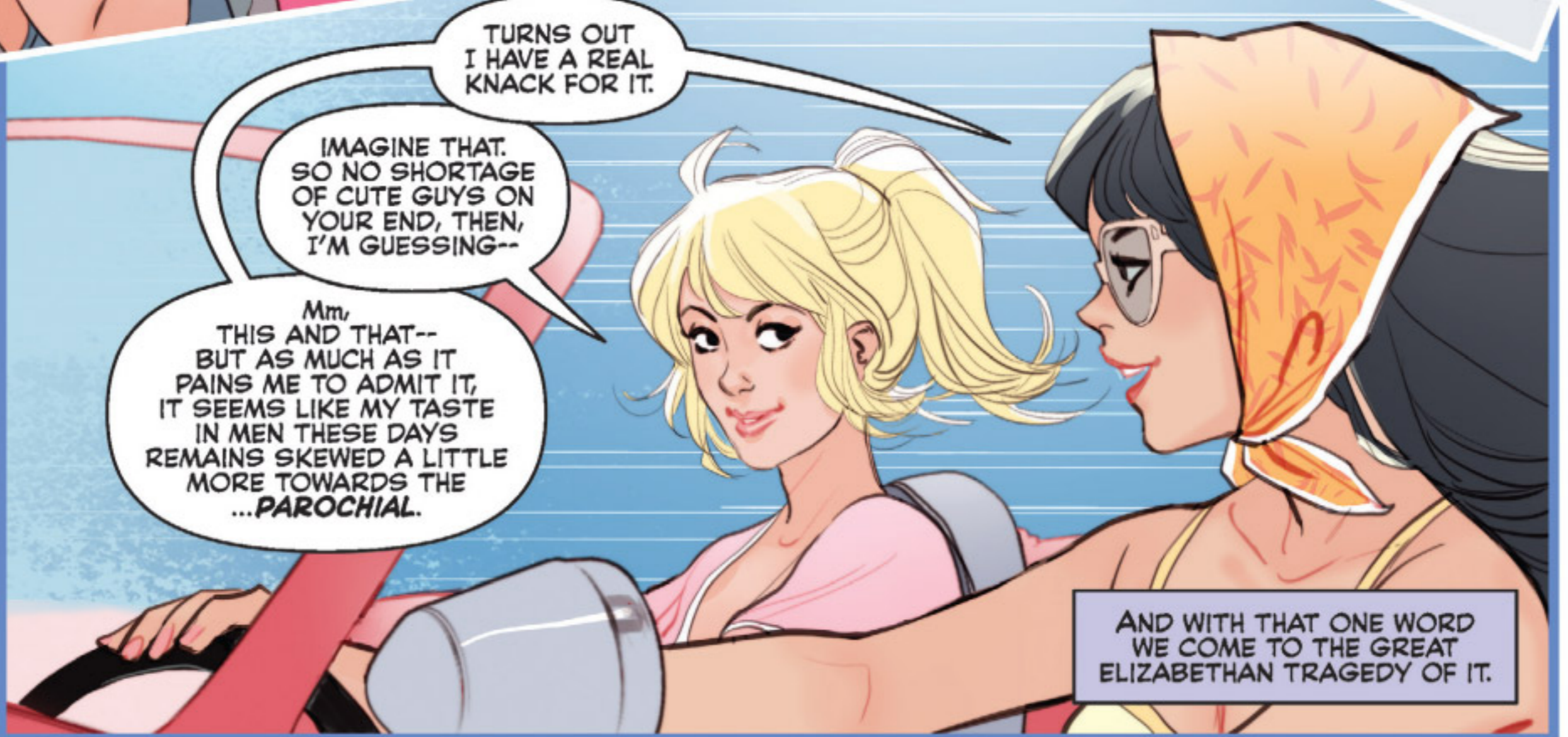
WHAT?

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--



URNS 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.