



## Twelve-Cent Archie (Comics Culture)

*Bart Beaty*

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For over seventy-five years, Archie and the gang at Riverdale High have been America's most iconic teenagers, delighting generations of readers with their never-ending exploits. But despite their ubiquity, *Archie* comics have been relatively ignored by scholars—until now.

*Twelve-Cent Archie* is not only the first scholarly study of the *Archie* comic, it is an innovative creative work in its own right. Inspired by *Archie's* own concise storytelling format, renowned comics scholar Bart Beaty divides the book into a hundred short chapters, each devoted to a different aspect of the *Archie* comics. Fans of the comics will be thrilled to read in-depth examinations of their favorite characters and motifs, including individual chapters devoted to Jughead's hat and Archie's sweater-vest. But the book also has plenty to interest newcomers to Riverdale, as it recounts the behind-the-scenes history of the comics and analyzes how *Archie* helped shape our images of the American teenager.

As he employs a wide range of theoretical and methodological approaches, Beaty reveals that the *Archie* comics themselves were far more eclectic, creative, and self-aware than most critics recognize. Equally comfortable considering everything from the representation of racial diversity to the semiotics of Veronica's haircut, *Twelve-Cent Archie* gives a fresh appreciation for America's most endearing group of teenagers.

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