

**Ken Lopez Bookseller**  
**Lopezbooks.com**

**McSweeney's, the Early Years: An Archive**

This collection was assembled by Joe Pacheco, a filmmaker and photographer, and the unofficial photographer of McSweeney's first retail venture and public performance space, "Store," in Brooklyn, 1999-2003. Pacheco was one of the regulars spending time at the Store, photographing the readings and performances, as well as other events and daily life and activities. His collage of the interior of the store, and his photograph of its exterior, are both included in the book, *The Art of McSweeney's*, as are others of his photographs. The archive/collection was thus created by a McSweeney's insider, but one who had enough experience as both an observer and as a collector to have the clarity of purpose to document what he saw, recording it both in photographs and in artifacts of the time and place, including the *McSweeney's* publications. The original McSweeney's store in Brooklyn is remarkably under-documented for such a self-conscious venture launched in the internet age.

**McSweeney's Journals**

**McSweeney's #1** - [Includes original postcard announcing the launch of McSweeney's]. Signed by Dave Eggers & inscribed "Thank you." Signed by David Foster Wallace, Arthur Bradford, and Rick Moody. Signed and inscribed by Sara Vowell ("Best"), Neal Pollack ("Lucky Boy") and Todd Pruzan (dated "1/16/2003").

- *Another copy.* Signed by Dave Eggers ("2/16/02"), Sarah Vowell, Neal Pollack and Rick Moody. Inscribed by John Hodgman ("Hello Joe What do you know").

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**McSweeney's #2** - Signed by Dave Eggers ("Always"), Tim Carvell, Jonathan Lethem, Neal Pollack, Sarah Vowell, Todd Pruzan ("Hi Joe, You are nice."), Amanda Davis, Sean Wilsey ("Visit Marfa!"), Paul Krauser, John Hodgman ("Do not go to Quizno's Subs/ Hello Joe/ I wrote this/ Good night"), Paul Maliszewski, Arthur Bradford ("5/30/02 NYC"), and Colleen Werthman.

- *Another copy.* Signed by Todd Pruzan ("1/16/2003").

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**McSweeney's #3** - [Includes original Q&A letter to subscribers] Signed by Dave Eggers ("Trust"), David Foster Wallace (on spine), Jonathan Lethem, Arthur Bradford ("5/30/02"), Colleen Werthman, Paul Maliszewski, Sarah Vowell, Paul Collins, Lawrence Wechsler (with drawing), Rick Moody, Judy Budnitz, Tom Tomorrow.

- *Another copy.* Signed by Dave Eggers ("2/16/02"), Jonathan Lethem, Colleen Werthman, Sarah

Vowell, Rick Moody, Judy Budnitz, Tom Tomorrow.

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**McSweeney's #4** - Signed by Dave Eggers (in Notes and Background), George Saunders, Jonathan Lethem, Lawrence Wechsler, Rick Moody and Sarah Vowell.

- *Another copy.* Signed by Dave Eggers (on box cover), Lawrence Wechsler (with drawing), Rock Moody, Jonathan Lethem, George Saunders, Haruki Murakami, Sheil Heti, Lydia Davis ("9-24-01") Paul Maliszewski, Paul Collins, Rachel Cohen, Sarah Vowell & "New York City," Sean Wilsey, Arthur Bradford ("5/30/02"), Gabe Hudson, Amy Fusselman ("Joe! Thank you so much for being so sweet. See you at the store - xo"), John Hodgman (with drawing) Joshua Bearman ("Hey Joe: they're pinching me!").

- *Another copy.* In original shrinkwrap.

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**McSweeney's #5** - [ Dj Variant "is staring like that..." ] Signed by Dave Eggers ("Yes"), Neal Pollack, Paul Collins, Gen Greenman, Lawrence Wechsler, Susan Minot, Paul LaFarge (with drawing) Lydia Davis, Ben Marcus, Ann Cummins, Sarah Vowell ("Ted! by..." [Ted Koppel]), Colleen Werthman ("Hi Joe - Happy Reading!"), Joshua Bearman.

- *Another copy.* [Dj Variant "huddled back here"/ blank front] Signed painting on dj by Dave Eggers, [HC Variant "sometimes not believing..."/ Ted Koppel], ink drawing by Dave Eggers ("I hate this guy."), signed by Ben Greenman, Susan Minot, Paul LaFarge (with drawing), Ben Marcus, Sarah Vowell.

- *Another copy.* [Dj Variant "huddled back here"/ blank front] Signed painting on dj by Dave Eggers, [HC Variant "sometimes not believing..."/ Ted Koppel] Signed by Ben Greenman, Lawrence Wechsler (with drawing), Susan Minot, Lydia Davis, Ben Marcus, Ann Cummins, Sarah Vowell.

- *Another copy.* [ Dj Variant "huddled back here"/ blank front] Signed ink drawing on dj by Dave Eggers w/ "Things have changed since then." [HC Variant "sometimes not believing..."/ Ted Koppel] Ink drawing by Dave Eggers w/ "At one time they were all life this." Signed by Ben Greenman.

- *Another copy.* [Dj Variant "huddled back here"/ blank front] [HC Variant "sometimes not believing..."/ Ted Koppel]

- *Another copy.* [Dj Variant "simple red cover..."] [HC Variant "yes projectile..."]

- *Same title.* [Uncut Page Proof - 32 pgs printed as one sheet (16 pgs front/back)] Signed by Lawrence Wechsler, Joshua Bearman ("This is exciting to sign!").

- *Same title.* [ Variant dj proofs] “small box half-full”; “simple red cover...”; is staring like that” [each arbitrarily priced by the Store]

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**McSweeney’s #6** - [We now know who variant] w/ They Might Be Giants CD and insert. Signed ink drawing by Dave Eggers dated “5/19/01” w/ “He started out fine.” Signed by Zadie Smith (“He was never fine”), John Flansburgh [TMBG] (“To Joe”), John Linnell [TMBG], Breyten Breytenbach, Sean Wilsey, Ann Cummins, Lydia Davis, Samantha Hunt, Arthir Bradford (“Hello, this is Arthur.”), Sheila Heti, Lawrence Wechsler.

- *Another copy.* [We now know who variant] w/TMBG CD and insert. Signed by Dave Eggers, Breyten Breytenbach, Zadie Smith (“Hello. This story was co-authored with the snail at the bottom of the page” w/a snail drawing “[Marvin]”), Ann Cummins, Lydia Davis, Arthur Bradford, Judy Budnitz.

- *Another copy.* [We now know who variant] w/TMBG CD and insert. Signed ink and crayon drawing by Dave Eggers.

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**McSweeney’s #7** [w/cover and rubberband] Signed by Dave Eggers (“4/17/02” on rear cover), Michael Chabon (with drawing) Ann Cummins, Kevin Brockmeir (with Tolstoy quote), A M Homes, “JT Leroy,” Heidi Julavitz and Elizabeth Kairys (cover artist/ art director).

- *Another copy.* [w/cover and rubberband] Signed by Dave Eggers, Michael Chabon (with drawing), Ann Cummins, Kevin Brockmeir (“to Joe-“ w/Buddhist quote), Heidi Julavitz, Elizabeth Kairys, Sharon Long (cover artist, JT Leroy booklet).

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**McSweeney’s #8** - Signed by Dave Eggers (“9/29/02”), James Wagner, Lynne Tillman, Lawrence Wechsler (twice, with drawing), Rachel Cohen, Joshua Bearman, Darin Strauss.

- *Another copy.* Signed by Gabe Hudson (“Hi Joe, Thanks for having this & I apologize in advance. Best.”), Paul Maliszewski (“Hey, Joe! Thanks!”).

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**McSweeney’s #9** - Signed by Dave Eggers (“To Joe Thank you thank you for all your help, my friend. Yours, w/ “9/29/02”), Val Vinokurov, initialed by Joe Pacheco (“NY thank you” section).

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**McSweeney’s #10** - [McSweeney’s Publishing version] Signed by Michael Chabon, Jim Shepard, Elmore Leonard (w/correction “Showdown at Checotah”), Sherman Alexie, Harlan

Ellison, initialed by Joe Pacheco (“NY thank you” section).

- *Same title.* [Vintage Books version] Signed by Dave Eggers (2x), Michel Chabon, Nick Hornby, Aimee Bender (2x) Glen David Gold.

- *Same title.* [Vintage Books version] Signed by Michael Chabon, Jim Shepard, Elmore Leonard (w/correction “Showdown at Checotah”), Sherman Alexie, Harlan Ellison.

- *Same title.* [ Vintage Books version - Advance Uncorrected Proof] Signed by Nick Hornby.

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**McSweeney’s #11** - [HC Variant “Black”] - Signed by Dave Eggers (“Your help and genius is appreciated, hugely. Also, here is Neptue.” w/drawing of Neptune), Dow Mossman (“Oct. 03”) Mark Moskowitz (on DVD), initialed by Joe Pacheco (“NY thank you” section and DVD credits).

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**McSweeney’s #12** - Signed by Shann Ray, Salvador Plascencia, Peter Orner, Ben Ehrenreich.

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**McSweeney’s #16** - In original shrinkwrap

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### **Other McSweeney’s Publications**

**Neal Pollack** - The Neal Pollack Anthology of American Literature - Signed by Neal Pollack.

- *Same title.* Preview edition CD.

“Neal Pollack is a Sellout” - promotional postcard

**Lawrence Krauser** - Lemon - Signed by Lawrence Krauser

- *Same title.* Bound Page Proofs [Single-Sided Type]

- *Same title.* Bound Page Proofs [Double-Sided Type] Signed by LK. 2 copies

- *Same title.* Dust Jacket Printer’s Proof [Single-Sided] Signed drawing by LK, dated 10/9/00 w/ “#1 Printer’s proof”

- *Same title.* Dust Jacket Printer's Proof [Double-Sided w/ errors] Signed drawing by LK, dated "10/10/00" w/ "Printer's proof, etc."

- *Same title.* Dust Jacket Printer's Proof [Double-Sided w/ errors] Signed drawing by LK dated "10/10/00" w/ "printer's proof"

- *Same title.* Dust Jacket Printer's Proof [Double-Sided w/ errors] Signed by LK, dated "10/10" w/ "printer's proof" and "In plane from Reykjavik" & "Is it possible that my anxiety re. THESE THOSE fucking typos is causing the turbulence in this plane, to this plane now? To believe that would imply psychosis/ How could I miss them / Hell in the heavens"

- *Same title.* Dust Jacket Printer's Proof [Double-Sided w/ errors] Signed by LK dated "10/10/00" w/ "Printer's Proof" and "doodling seems to help – how? – me feel better about the typos TOO MANY TOO MANY OUCH!!! ALL MY MEGALOFALT"

- *Same title.* Dust Jacket Printer's Proof [Double-Sided w/ errors] Signed by LK, dated "10/10/00" w/ "printer's proof" and "If this plane crashes, the typos in my book won't seem as horrible."

**Jonathan Lethem** - The Shape We're In - Signed by Jonathan Lethem

**Amy Fusselman** - The Pharmacist's Mate - Signed by Amy Fusselman

- *Same title.* Bound Page Proofs

**Ben Greenman** - Superbad - Signed by Ben Greenman

- *Same title.* Bound Page Proofs [first test 8/21/01 w/ notations] Signed by BG & dated "3/22/02" w/ "looks familiar"

- *Same title.* Bound Page Proofs [second test 8/30/01 w/ revisions] Signed by BG, dated "12/7/02" and inscribed "To Joe, Thanks for bringing the galley"

**Stephen Dixon** - I - Signed by Stephen Dixon, dated "6/14/02" and inscribed "To Joe - Thanks and very best"

- *Same title.* Unbound Page Proofs [first test 2/4/02 w/ notations] Signed by SD

**Lydia Davis** - Samuel Johnson is Indignant [First State] Signed by Lydia Davis & dated "6/14/02" w/ "with trumpets"

- *Another copy*. [First State] Signed by LD & inscribed "to my boring friend"
- *Same title*. Unbound Page Proofs [8-30-01]
- *Same title*. Bound Page Proofs [9-24-01] Signed by LD and signed by David Byrne (cover artist) on cover
- *Same title*. Bound Page Proofs [9-24-01]

**Paul Collins [ed.]** - English As She Is Spoke - Signed by Paul Collins

**William T. Vollmann** - Rising Up Rising Down (7 volumes, 1/3500 copies). Signed by William Vollmann in each volume

**Marcel Dzama** - The Berlin Years

- *Another copy*. (In original shrinkwrap)
- Pinspot #1 Famous Drawings [Smart Art Press]. Dzama's First appearance in print

**David Byrne** - The New Sins - Signed by David Byrne

- *Another copy*. Signed by Dave Eggers (as David Byrne)

**Sheila Heti** - The Middle Stories - Signed by Sheila Heti and inscribed "For Joe/ Nov '02"

**Nick Hornby** - Songbook w/CD - Signed by Nick Hornby and inscribed "To Joe/ Best Wishes"

- The Polysyllabic Spree - Signed by Nick Hornby and inscribed "for Joe/ Thanks"

**Dave Eggers (as Lucy Thomas)** - Jokes Told in Heaven About Babies

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**Dave Eggers** - A Heartbreaking Work of Staggering Genius. Bound Page Proofs (8 ½ x 11). Signed by Dave Eggers & dated "2/16/02" w/ "Lies All Lies" on front cover

- *Same title*. Advance Uncorrected Proofs (yellow wrappers). Signed by DE and dated "10/5/02"

- *Same title*. Advance Reading Copy. Signed by Dave Eggers and date "10/5/02"
- *Same title*. First edition.
- *Same title*. First appearance in print: The New Yorker magazine (as "The Orphans Are Coming")
- You Shall Know Our Velocity (Stated First Edition) (3 copies)
- *Same title*. First appearance in print: The New Yorker magazine (as "Where Were We")

**Might magazine** [Includes McSweeney's Store's "Rules for Buyers of These Old Magazines" w/ latex gloves] Incomplete set, #1, 7-16, as issued (2 sets)

**(Might magazine)** - Shiny Adidas Tracksuits and the Death of Camp and Other Essays From Might Magazine - Signed by Dave Eggers and Donnell Alexander

**Might magazine subscription cards:**

- "Give us the check, we throw you the idol" (4)
- "Help us save the world from danger!" (4)
- "Kiss Kiss, Bang Bang" (2)

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**McSweeney's Store**

- 2 Store shopping bags
- Uncut Store sign proof - "How Should Wed Know?"
- Uncut Store sign proof - "Policy: Wipe feet thoroughly and do not slouch. No thumping!"
- Uncut Store sign - "If you would like to use the gloves when touching, as an employee. Gloves will be lent only on condition of return!"
- The RBS Gazette - June 2001. Volume 1, Number 1. Rubber Band Society, satirical newspaper/ literary/ art project sold at McSweeney's Store w/ contributions by many McSweeney's regulars, esp. Alex Melamid, also artist Maira Kalman
- Flyers for "Light-Shadow Therapy" - Satirical New Age web-based self-help dream service, offered at McSweeney's Store, Melamid

## 826NYC

- [From 826NYC fundraiser event] The Daily Show with Jon Stewart Presents: America - hardcover first edition, signed by Jon Stewart, Stephen Colbert, Samantha Bee, Ben Karlin and David Javerbaum

- [From 826NYC fundraiser event] David Sedaris, ed. - Children Playing Before a Statue of Hercules - Advance Uncorrected Proof of a book published to benefit 826NYC

## Photographs

All photographs were taken by Joe Pacheco, photographer and filmmaker, who became the unofficial “house photographer” of the McSweeney’s Brooklyn Store.

**Two Color Photo-Collages of the Interior of McSweeney’s Store** - two collages assembled from 14 and 13 4x6 color prints of the interior of the Brooklyn Store, creating a 360-degree panoramic view. See “Art of McSweeney’s,” pages 18 & 19.

**Black-and-White Photo Collage of Interior of McSweeney’s Store** - Four 4" x 6" black and white prints assembled to provide a view of the interior of the store, looking toward the Marcel Dzama diorama and the front door of the Store.

The rest of the photographs are black and white printouts of digital images by the photographer, printed on heavy card stock 8 ½" x 11" sheets. Some are captioned; some bear the photographer’s marks or notes for editing for reproduction. Some have been published; most have not.

Additional Individual Store Photographs:

- Creating the Brooklyn Store: stripped-down interior
- Creating the Brooklyn Store: outdoor yard during construction
- The Front Door and display window – two images: AoM page 17.

## Writers, Artists, Performers, Visitors

- Roddy Doyle, Dave Eggers, Heidi Julavits, Jonathan Safran Foer candid short, captioned, edited by Joe Pacheco

- another, uncaptioned

- Marcel Dzama at work - captioned, edited by JP

- another, uncaptioned

Marcel Dzama at work - uncaptioned, variant image, artist’s proof (AP) signed by Pacheco

- Jonathan Franzen reading - captioned, edited by JP (2)

- Thurston Moore (Sonic Youth) playing guitar - captioned

- another, uncaptioned, artist’s proof (AP) signed by Pacheco



- David Byrne playing guitar - captioned
- David Byrne with guitar - uncaptioned, variant image
- David Byrne playing guitar - uncaptioned, variant image
- Mary Gaitskill reading - captioned
  - another, uncaptioned, edited by JP
- Joyce Carol Oates playing video game - captioned (AoM, page 94)
  - another, uncaptioned, edited by JP
- Dave Eggers, Roddy Doyle, Nick Hornby posing for portrait - captioned
  - another, uncaptioned
- Alex Melamid gesturing, with microphone - captioned
  - another, uncaptioned
- Darin Strauss - captioned portrait
- Myla Goldberg - captioned portrait
- Stephen Dixon reading, at microphone - captioned
  - another, uncaptioned
- Stephen Dixon reading at microphone - uncaptioned, variant image, different event
- Jonathan Ames - captioned (AoM, page 95)
  - another, uncaptioned
- Amy Fusselman on couch with stuffed animals - captioned by hand "Mother's Day 2004" and signed "Pacheco"
- William Vollmann reading beside screen image - captioned
  - another, uncaptioned, edited by JP
  - another, uncaptioned
  - another captioned, edited by JP, artist's proof (AP) signed by Pacheco
- William Vollmann with Sarah Vowell looking up at him
- William Vollmann w/ unidentified male (Gary Shteyngart?)
- Rick Moody playing the piano (color photo)
- Rick Moody talking at microphone
- John Hodgman w/ unidentified banjo player
- John Hodgman w/ unidentified banjo player, variant image
- Clay McLeod Chapman posing with dog - editing marks by JP

plus three other photographs of unidentified individuals at events at the Store – two of men speaking at microphone, one of a panel discussion with three women and one man

**Photography for Promotion of "As Smart As They Are - The Author Project"** - A feature film about McSweeney's Publishing and One Ring Zero, the house band, by Joe Pacheco.

- Three 13" x 19" color prints showing the development of the 11" x 17" color poster advertising the film
- Two additional 13" x 19" color photos, apparently not used