

Announcement

The Yellow Book

An Illustrated Quarterly

Volume I April, 1894



London : Elkin Mathews & John Lane

Price Five Shillings Net

Contributors to Volume I.

(To appear on Monday, April 16th.)

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MAX BEERBOHM	JOHN OLIVER HOBBS
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ELLA D'ARCY	GEORGE MOORE
JOHN DAVIDSON	GEORGE SAINTSBURY
GEORGE EGERTON	FRED. M. SIMPSON
RICHARD GARNETT	ARTHUR SYMONS
EDMUND GOSSE	WILLIAM WATSON
HENRY HARLAND	ARTHUR WAUGH

Artists

SIR FREDERICK LEIGHTON, P.R.A.

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R. ANNING BELL	JOSEPH PENNELL
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LAURENCE HOUSMAN	WALTER SICKERT

The Bodley Head
Vigo Street, W.

The Yellow Book

An Illustrated Quarterly

THE aim of the Publishers and Editors of THE YELLOW BOOK is to depart as far as may be from the bad old traditions of periodical literature, and to provide an Illustrated Magazine which shall be beautiful as a piece of bookmaking, modern and distinguished in its letterpress and its pictures, and withal popular in the better sense of the word. It is felt that such a Magazine, at present, is conspicuous by its absence.

IN point of mechanical excellence THE YELLOW BOOK will be as nearly perfect as it can be made. The present announcement shows the size and shape of the paper (now being especially woven) on which it will be printed, as well as the type that will be used, and the proportion of text and margin. It will contain 256 pages, or over, and will be bound in limp yellow cloth.

AMONGST the artists who will contribute drawings are Sir FREDERICK LEIGHTON, P.R.A., AUBREY BEARDSLEY, R. ANNING BELL, CHARLES W. FURSE, L. B. GOOLD, MAURICE GREIFFENHAGEN, WILLIAM HYDE, LAURENCE HOUSMAN, J. T. NETTLESHIP, J. BERNARD PARTRIDGE, JOSEPH PENNELL, WILL ROTHENSTEIN, WALTER SICKERT, WILSON STEER, ALFRED THORNTON, and others. The pictures will in no case serve as illustrations to the letter-press, but each will stand by itself as an independent contribution. Among the features of this department will be a series of new and artistic book-plates. In the matter of reproduction care will be taken to secure the finest possible results—results which, it is hoped, will surpass even the best obtained in France and America.

THE following is an incomplete list of those who will contribute articles, stories, and poems to THE YELLOW BOOK :—

E. TRELAWNY BACKHOUSE	HENRY JAMES
MAX BEERBOHM	LIONEL JOHNSON
A. C. BENSON	RICHARD LE GALLIENNE
HUBERT CRACKANTHORPE	STANLEY V. MAKOWER
ELLA D'ARCY	THEO MARZIALS
JOHN DAVIDSON	GEORGE MOORE
AUSTIN DOBSON	WALTER PATER
MÉNIE MURIEL DOWIE	ELIZABETH ROBINS PENNELL
ERNEST DOWSON	RICHARD PRYCE
GEORGE EGERTON	ERNEST RHYS
LANOE FALCONER	GEORGE SAINTSBURY
MICHAEL FIELD	CHARLES SIBLEY
JEAN DE FRANCE	OSWALD SICKERT
NORMAN GALE	F. M. SIMPSON
RICHARD GARNETT	ARTHUR SYMONS
EDMUND GOSSE	NETTA SYRETT
KENNETH GRAHAME	BEERBOHM TREE
FREDERICK GREENWOOD	WILLIAM WATSON
HENRY HARLAND	ARTHUR WAUGH
FRANK HARRIS	CHARLES WHIBLEY
JOHN OLIVER HOBBS	W. B. YEATS
SELWYN IMAGE	I. ZANGWILL

IT will be seen from this that it is the intention of THE YELLOW BOOK to present a fresh, brilliant, varied, and diverting table of contents. In many ways its contributors will employ a freer hand than the limitations of the old-fashioned periodical can permit. It will publish no serials; but its complete stories will sometimes run to a considerable length in themselves. Thus the tiresome "choppy" effect of so many magazines will be avoided. And while THE YELLOW BOOK will seek always to preserve a delicate, decorous, and reticent mien and conduct, it will at the same time have the courage of its modernness, and not tremble at the frown of Mrs. Grundy.

ALTOGETHER, it is expected that THE YELLOW BOOK will prove the most interesting, unusual, and important publication of its kind that has ever been undertaken. It will be

Charming, it will be daring, it will be distinguished. It will be a *book*—a book to be read, and placed upon one's shelves, and read again; a book in form, a book in substance; a book beautiful to see and convenient to handle; a book with style, a book with finish; a book that every book-lover will love at first sight; a book that will make book-lovers of many who are now indifferent to books.

THE YELLOW BOOK will contain no advertisements other than publishers' lists.

THE first volume of THE YELLOW BOOK will be published on April 16, 1894. Subsequent volumes will appear on the 15th of July, the 15th of October, the 15th of January, and so from quarter to quarter, it is hoped, *ad infinitum*.

THE subscription to THE YELLOW BOOK will be one pound a year. The price of each volume separately will be five shillings net.

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The
Yellow
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Vol. I.

April

1894

Elkin
Mathews
& John
Lane