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| *The Yellow Book* was a London-based literary quarterly, published from 1894 to 1897 by Elkin Matthews and John Lane, which served to promote the work of Bodley Head authors, artists, and publications. The periodical was edited by American Henry Harland and sub-edited by New Woman authors Ella D'Arcy and Ethel Colburn Mayne. Aubrey Beardsley served as art director until he was fired in April 1895 in the wake of public controversy regarding his friendship with Oscar Wilde. Although Lane took over the artistic editorial duties with assistance from Patten Wilson at the time of Beardsley's departure, the periodical maintained its Beardslian aesthetic — most notable in its provocative yellow-and-black covers — throughout its run. John Lane served as sole publisher after Matthews' s departure in September 1894. *The Yellow Book* is central to the study of *fin-de-siècle* literary and visual culture as well as to scholarship on gender and sexuality, Aestheticism, Decadence, and the New Woman. |
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| Further reading:  (The Artists of The Yellow Book and the Circle of Oscar Wilde)  (Brake)  (Chan)  (Doran)  (Houfe)  (Hughes)  (Lasner)  (Ledger)  (Nelson)  (M. D. Stetz)  (M. D. Stetz)  (Symons)  (Windholz)  (The Yellow Nineties Online) |