

1096-01-1482      **Sylvia M Nickerson\*** ([s.nickerson@utoronto.ca](mailto:s.nickerson@utoronto.ca)). *Mathematics for the World: Publishing Mathematics and the International Book Trade, Macmillan and Co. 1870-1910.*

Victorian publisher Macmillan and Co. published a large number of mathematical authors. This list includes G. Boole, J. Venn, I. Todhunter, C. Dodgson, W. Spottiswoode, W. K. Clifford, P. G. Tait, W. Thomson, J. C. Maxwell and G. G. Stokes. Besides academic books on mathematical subjects, Macmillan published mathematical textbooks for schools and colleges. Although Alexander Macmillan once remarked, in reference to a book about particle dynamics, that books on “high” subjects made no money, “low” books on geometry, algebra and arithmetic proved highly profitable for the company.

This paper looks at how Macmillan selected, produced, advertised and sold their mathematical books, and examines how financially successful these books were for their authors and the publisher. Macmillan’s most successful textbooks on mathematical subjects were produced into the hundreds of thousands, even millions of copies, and distributed to English speaking markets in the United Kingdom, Canada, the United States, Australia, India and elsewhere. Not only did the sale of these books profit their publisher, but the image of mathematics contained in them spread a specific impression of the subject to students in several countries around the world. (Received September 15, 2013)