## Demand for Miller Lite

<table>
<thead>
<tr>
<th>Price</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beer demanded</td>
<td>120</td>
<td>80</td>
<td>56</td>
<td>38</td>
<td>20</td>
</tr>
</tbody>
</table>
Demand for Miller Lite
Slope of a Line

In the left graph, the slope is calculated as \( \frac{9 - 8}{13 - 3} = \frac{1}{10} \).

In the right graph, the slope is calculated as \( \frac{11 - 8}{13 - 3} = \frac{3}{10} \).
Slopes of Curved Lines

- Curved lines have slopes, the numerical values of which are different at every point.
- The slope of a smooth curved line is the same as the slope of the tangent at that point.
Slope of a Curved Line
Rays through the origin and 45 degree lines

- Along a ray from the origin, the ratio of the variables on the two axes is constant.
- Along a 45 degree ray, the ratio is one.
Rays Through the Origin and 45 Degree Lines