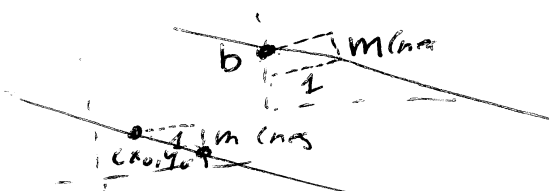


1.3 = prob 35 43  
 1.5 = prob 17 18

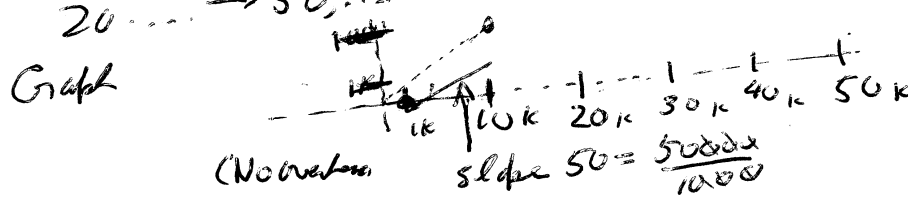
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LINES  $y = b + mx$  SLOPE-INTERCEPT  
 $y = y_0 + m(x - x_0)$

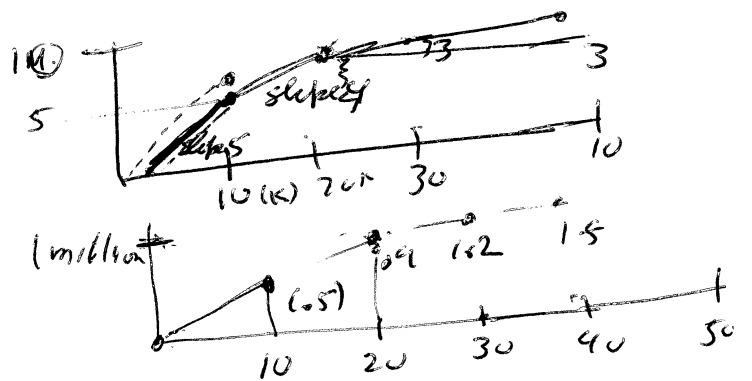


#35 \$5000 \$60 permit  
 or

#43 Between 1,000 10,000 50/cds  
 10,000 → 20,000 40/cd  
 20,000 → 50,000 35/cd  
 UNITS  $50/cds = \frac{500000}{10000}$   
 500,000



Different Sales



Limits!  
LIMITS

Example  
 (100,000 #)

$$C(x) = \frac{8x^2 - 636x - 320}{x^2 - 68x - 960}$$

near  $x =$   
 $80 \overline{) 960} = 12$

GET LUCKY DEN =  
 $(x+12)(x-80)$

(Top)  
 $8 \overline{) 636} = 79$   
 $8x^2 - 636x - 320$   
 $\underline{- 8x^2 + 632x + 640}$   
 $\quad \quad \quad 4x - 960$   
 $\quad \quad \quad \underline{- 4x + 320}$   
 $\quad \quad \quad \quad \quad -640$   
 $\quad \quad \quad \quad \quad \underline{- 640}$   
 $\quad \quad \quad \quad \quad \quad \quad 0$

$8 \overline{) 161} = 20$   
 $\underline{- 160}$   
 $\quad \quad 1$

$C(x) = \frac{4(2x+1)(x-80)}{(x+12)(x-80)}$  If  $x$  is close to 80  
 $\approx \frac{4(161)}{92} \approx \frac{23 \cdot 7}{23} = 7$

Idea of a function  $f$  sat

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If  $x$  is near  $c$ , then  $f(x)$  is near  $L$

Means ~~Words~~ as  $x$  approaches  $c$   
the values  $f(x)$  ap

(p.59) If  $f(x)$  gets closer and closer to  $a$   
as  $x$  gets closer and closer to  $c$ , then

$$\text{" } \lim_{x \rightarrow c} f(x) = L \text{"}$$

Read "the limit, as  $x$  [approaches]  $c$ , [of]  $f(x)$   
[is] [equals]  $L$

(p.60) It is important to remember that limits  
describe the behavior of a function near a  
part-pt., not necessarily at the point itself [itself]  
In lucky example,  $f(80)$  was not even  
defined (we tried to  $\div 0$ )

$$\boxed{\frac{x^2 - 4}{x - 2} \text{ example as } x \text{ is near } 2}$$

Rules [p.62.]

Normal  $\pm$ , Mult, Division (don't  $\div 0$ )

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### Common formulas

### Comments

$$\lim_{x \rightarrow c} x = c$$

all  $c$

$$\lim_{x \rightarrow c} \sqrt{x} = \sqrt{c}$$

{ some care  $x$ 's,  $c$   
are both non-negative  
 $c=0$  is a one-sided  
limit

$$\lim_{x \rightarrow c} x^2 = c^2$$

all  $x$

$$\lim_{x \rightarrow c} \frac{1}{x} = \frac{1}{c}$$

$c \neq 0$

Postage Stamp  
Weight  $x$  in ounces

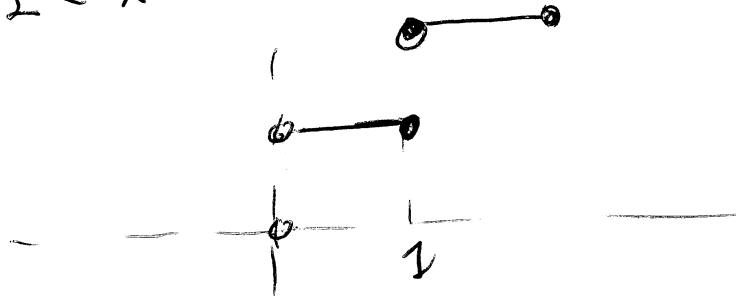
# forever stamps

$$0 < x \leq 1$$

1

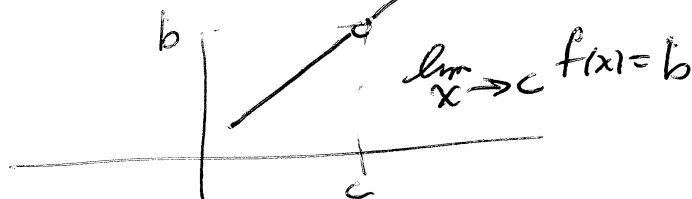
$$1 < x \leq 2$$

2



continuous except at "jumps"

Graphical limit



polynomials work

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(170)

$$\lim_{x \rightarrow 1} \frac{x^2 - 1}{x - 1}$$

(180)

$$\lim_{x \rightarrow 3} \frac{9 - x^2}{x - 3}$$

For usual formulas try "plugging in c"  
(the individual parts have the right order limit)  
and if the form makes sense (don't divide by 0, etc)  
then the ~~limit~~ indicated number is the correct one  
if not Rework [Think] to get  
some form of  $\frac{x^2 - 1}{x - 1}$  except  $x \neq 1$ .

Variations One sided  $[-\infty]$   
 $x \rightarrow \infty$   
limit  $f(x) \rightarrow \infty$  (sign)