graph formating

In[1]:=
```
thinn = AbsoluteThickness[.5];
medum = AbsoluteThickness[1.];
thick = AbsoluteThickness[1.5];
black = GrayLevel[0];
BGray = GrayLevel[0.3];
WGray = GrayLevel[0.6];
LGray = GrayLevel[0.8];
SetOptions[Plot, PlotStyle → {{thinn, Black}, {thinn, Black}, {thinn, Black}},
  PlotPoints → 40, ImageSize → 360,
  FrameStyle -> medum, AxesStyle -> medum,
  BaseStyle -> {FontFamily -> "Helvetica", FontSlant → Plain, FontSize → 12}];
SetOptions[ListPlot, AxesStyle -> medum, PlotStyle → medum, ImageSize → 384,
  BaseStyle -> {FontFamily -> "Helvetica", FontSlant -> "Plain", FontSize → 12}];
SetOptions[ParametricPlot, PlotStyle →
   {{thinn, Black}, {thinn, Black}, {thinn, Black}}, PlotPoints → 40,
  FrameStyle -> medum, AxesStyle -> medum, PlotStyle → medum,
  BaseStyle -> {FontFamily -> "Helvetica", FontSlant -> "Plain", FontSize → 12}];
SetOptions[Graphics, BaseStyle ->
   {FontFamily -> "Helvetica", FontSlant -> "Plain", FontSize → 12}];
```

Figure 9.1

In[12]:=
```
{p1, p2, p3, w1, w2, w3, ŵ} = {1.5, 1.8, 2.2, 3., 20., 40., 31.};
rate = Which[w1 < w ≤ w2, p1, w2 < w ≤ w3, p2, w3 < w, p3];
pl91a = Plot[rate, {w, -10, 60},
   AxesLabel → {"w", "$/unit"},
   PlotRange → {0, 1.2 * Max[p1, p2, p3]},
   Ticks → {{{0, "0", {0.00625, 0.}, {black, medum}},
      {w1, "w1", {0.00625, 0.}, {black, medum}}, {w2, "w2", {0.00625, 0.},
       {black, medum}}, {w3, "w3", {0.00625, 0.}, {black, medum}}},
     {{0, "0", {0.00625, 0.}, {black, medum}}, {p1, "p1", {0.00625, 0.},
       {black, medum}}, {p2, "p2", {0.00625, 0.}, {black, medum}},
      {p3, "p3", {0.00625, 0.}, {black, medum}}}}];
pl91 = Show[pl91a, Graphics[{Thickness[0.04],
    Line[{{-8, 0}, {-8, 0.8 * Max[p1, p2, p3]}}]}],
  Graphics[Text["$M", {-8, 0.9 * Max[p1, p2, p3]}]],
  ImageSize → 360, AspectRatio → 0.5]
```

Out[15]=