We fit a linear regression for the economic journals demand model.

\begin{verbatim}
R> data("Journals", package = "AER")
R> journals_lm <- lm(log(subs) ~ log(price/citations), data = Journals)
R> journals_lm

Call:
  lm(formula = log(subs) ~ log(price/citations), data = Journals)

Coefficients:
  (Intercept)  log(price/citations)
      4.766        -0.533

A scatter plot with the fitted regression line is shown below.
\end{verbatim}