Proof of Ceva's theorem

Using the notation of Figure 4.3 in the textbook, the triangles $\triangle AFX$ and $\triangle CHX$ are

similar: |AF|/|HC| = |FX|/|CX|.

Further similar triangles: XFB, CGX; ABD, HCD; ABE, ECG. Reasoning: same.

Therefore AF/FB = HC/CG times BD/DC = AB/HC times CE/EA = CG/AB must equal 1.