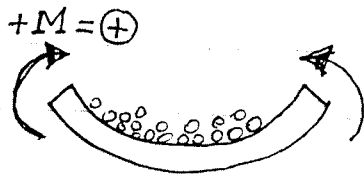


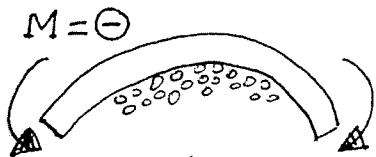
Chapter 7:

Forces in Beams & Cables

(A) Sign Conventions



"Positive" end-moments
because the "rice" still
remains inside the "bowl"



"Negative" end-moments
because the "rice" will fall-off
from the "bowl", hence no rice
left to eat!

