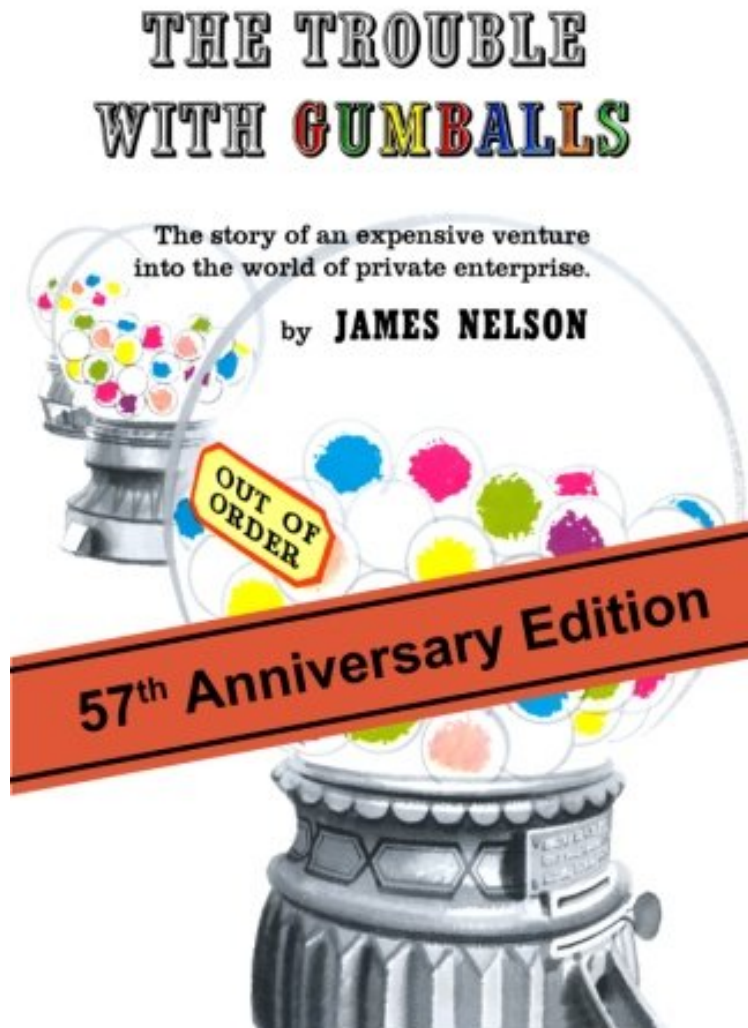


The Trouble With Gumballs

James Nelson

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James Nelson : The Trouble With Gumballs before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Trouble With Gumballs:

0 of 0 people found the following review helpful. Who'd of thought a gumball magnate could be such fun? By Evelyn Nieves Here's a book that gives some insight g by I'm not the people who tend those ubiquitous vending machines. Nelson makes the business come alive. Not to the point you'd want your own vending route of course, but his descriptions off the business and the people he dealt with make you wish you could travel with him on his route at

least one day. Then too is the wonderful relationship between him and his wife. They are inspirational in how they support one another. Their mutual love shows through at every page. I'll never drop a coin in a vending machine again without imagining a Jim and his wife at the other end of that coin slot. 0 of 0 people found the following review helpful. *Back In The Day* By Pilgrimrest My enthusiastic rating might not be suitable for every reader's experience. It reflects my delight with the re-creation of people and places and the times I grew up in post war Sonoma County, California. I recommend this escape for anyone nostalgic for self sufficiency, optimism, a day when individuals were respected and characters were highly valued as neighbors (a species of extended family member). The author wonderfully invoked the sweet air and milk-and-honey productivity of countryside Luther Burbank pronounced to be "God's chosen spot in all the earth." I was whisked back to when an eight year old boy could take 50 cents for trolley fare and spend a safe and magical day in San Francisco. I remembered from a week traveling with a shirt tail relation selling hula hoops all about this region, how being an entrepreneur could make one feel like an active part of history. The book was a great visit to a better day...go there! 1 of 1 people found the following review helpful. Funny and evocative By Kindle Customer *The Trouble With Gumballs* offers up characters as colorful and appealing as its subject. Set in a time when flim-flam was still a surprise, and a good time could be had for a penny, it takes a good humored look at the basics of business and the joy of making an honest sale. The author's willingness to believe in a dream lands him in one tough spot after another but his indomitable spirit carries the day. Appropriate for entrepreneurs age 8 to 108.

A CLASSIC OF WESTERN NARRATIVE NON-FICTION This portrait of a gumball entrepreneur's life in 1950s America is a slice or retail business history and a funny freelance memoir all rolled into one. When James Nelson decides to move his family out West to California in 1952, he takes the leap into entrepreneurship by buying a slew of gumball machines. The ad guaranteed quick profits and easy money, but comic frustrations were what he got. Savvy modern readers will laugh at Nelson's charming naiveté while millennial freelancers will identify with his determination to keep on after endless setbacks. The gumball machine is an iconic symbol of 1950s Americana, and while the story chronicles Nelson's foibles with gumball entrepreneurship, it's the funny characters he meets along the way that are the true stars of this funny memoir. His larger-than-life descriptions of the characters of San Francisco and Sonoma county paint historic California as a fun scene—even for a man who makes his living one grubby penny at a time. A fun read for fans of humorous travel writing, Sonoma County or San Francisco narratives, or anyone wanting to get an insider view of start-up from the days before Silicon Valley.

About the Author James—Jim—was born in Denver, schooled there and in New Haven (code word for Yale), spent four WWII years in the Navy, then six in New York as an editor for *Business Week*. After marriage and the birth of their first child, the happy couple moved to Sonoma, California. Jim freelanced there for five years (code for until the money ran out). One of the original *Mad Men* of the more relaxed West-coast variety, Nelson spent 23 years on the creative side of a San Francisco advertising agency. His first novel, *On the Volcano*, was published in 2011. He and Mary-Armour now live happily ever after in Marin County, California.