

*B*OARD GAME



All you need is a dice  and a tube of Rowntree's Fruit Gums  for the **Fruit Gums Game!**



HOW TO PLAY...

- Any number from two to five can play.
- Take a tube of Rowntree's Fruit Gums and share the gums among the players to enjoy while the game is being played. Do not use the actual gums as counters for playing. They are untouched by hand during manufacture and are hygienically packed in the tubes. Use the cut-out counters representing gums which are shown below. There are two sets—in case one or more counters get lost. They'll last longer if you mount them on thin card.
- Each player throws the dice. The player with the highest score starts.
- Each player chooses a counter which is moved forward the number of spaces shown by the dice.
- When a player's counter lands on its own fruit—take an extra turn.
- Land on a Tube and up you go!
- But land on the Rowntree Boy's or Girl's Head and you're swallowed! Go back as marked.
- Land on a 3d. piece (which is all you pay for a tube of Rowntree's Fruit Gums) and you get a bonus! Move on as marked.
- Land on a 'No Smoking' space and you miss a turn. Enjoy a Rowntree's Fruit Gum while you wait.
- First person to finish on the $\frac{1}{4}$ lb. Gums Carton wins. Exact number must be thrown to win. If a greater number is thrown you must move back again after landing on the winning square, i.e. if you are on square 80 and you throw a five you move forward to the Gums Carton, then back to square 81.

NOTE: If you are sent forwards or backwards by landing on 3d. pieces or Heads, and by doing so land on your own fruit, you do not in these instances get an extra throw.

CUT-OUT COUNTERS

LEMON LIME ORANGE BLACKCURRANT RASPBERRY

RASPBERRY BLACKCURRANT ORANGE LIME LEMON

TASTE THE FRUIT IN ROWNTREE'S FRUIT GUMS

Picture Post, 25 December, 1954

Print this out onto A3 card, or print onto A3 paper and paste onto card. Fruit gums make excellent markers, but so do tiddleywinks.