

Flav-R-Straws

About the time I started second grade, as our teacher passed out our little cartons for milk break, a few of my classmates pulled something called Flav-R-Straws out of their lunchboxes. These were straws with wraparound stripes of either red or brown. When they were unwrapped and placed into the milk, voila! The milk drinker was treated with either strawberry or chocolate milk.

I so wanted to try these magical things, but, when I asked my mom about them, she said, “We can’t afford such things. They’re too expensive.”

In spite of this, whether by a friend sharing theirs with me, or more unlikely, Mom broke down once and bought them, I did get to experience them once or twice.

Flav-R-Straws were taken off the market in 1961, about five years after they hit the market. due to them being too expensive to compete with other drink mixes.I guess Mom knew what she was talking about.