

By SHAUN O'CASSIDY
Scum Staff Writer

The star of Post Corporation's Sugar Crisp commercials was arrested yesterday in Miami on charges of narcotics trafficking.

Rupert Sugar Bear, of no fixed address, was arrested at a beachfront phone booth. Witnesses say that after placing his call, Sugar Bear attempted to flee to his car parked nearby.

Two plainclothes officers then screamed, "Miami Vice, freeze." Sugar Bear failed to respond and was forcibly subdued. An eyewitness remarked, "Them two cops man, were they cool. I never seen two guys dressed that well. The white guy, he just stood around smoking and adjusting his shades afterwards. The dark guy read the bear his rights in some Jamaican sounding voice and then said, 'I'm so great I can't stand it'."

Sugar Bear became famous in the early 70's as the gentle unassuming hero of the Sugar Crisp commercials. Audiences were enthralled by Sugar Bear's ability to solve all manner of domestic crises by dispensing Sugar Crisp to the opposing sides. Sugar Bear's career was on the upswing in recent months.

Sugar Bear, speaking from his padded cell in the Dade County jail, remarked, "This is f-king bulls-t, I've been framed. I told the officer, the one called Sinny, I said you can't do this to me. I'm a star. Hey, you're trying to incriminate me under false pretenses. Then he jumps in my face and sez 'Look, jack, you're looking at 5 years minimum. You better start talking. Who'd you phone?' The food here sucks..." added Sugar Bear. "If they serve Cheerios again, this bear is going on a hunger strike."

Arresting officer, Sinny Crock'o Shit, reached aboard his yacht, commented, "Look pal, do I look like I fell off the turnip truck? The bear was dealing. He uses, too. You ever see anybody so mellow?" Crock'o Shit's partner, Retardo

Snubs, added, "Yeah, mon, da bear berry, berry big in de Florida operation." Snubs accent changed as he restrained Crock'o Shit, saying, "be cool, man, be cool."

The Scum has learned that Sugar Bear placed his phone call to someone named 'Granny'. After listening to 'Granny' for a short time, Sugar Bear murmured, "Oh no, Granny. We got trouble. Is it the Columbians? Hey, hey, I'll be right over." Police in Miami had taped the call, after which they arrested Sugar Bear.

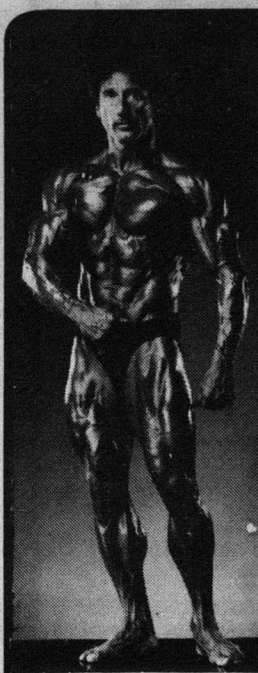
Sugar Bear maintains his innocence, claiming he was only doing his job. "And, hey," Sugar Bear snapped, "that cop Sinny sayin' I used. Jeez, you eat Sugar Crisp and you'll get mellow too. You know how much sugar is in the stuff? That's why people quit scrappin' when I give 'em Sugar Crisp."

Officer Crock'o Shit said he is shocked by the whole affair. "I used to look up to the guy (Sugar Bear). But now..." Crock'o Shit, in a soft voice, added, "I thought we only got sold out when I was over there. But here, now, I'm back in the world and I see this kinda stuff."

A spokesman for Post Corporation said Post supports Sugar Bear. "The Sugar Bear is crucial to our marketing of Sugar Crisp. He is an individual who is very devoted to his job. All the evidence against him is circumstantial. A group of hungry Columbians dropped by Granny's for lunch and she was low on food. They threatened to abduct her unless they were fed. Sugar Bear was preparing to deliver 3 kilograms of Sugar Crisp to Granny. That's what really happened."

Sugar Bear has been denied bail pending further investigation.

TV bear busted



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