

For Six Month Period Ending 6/30/09   
(Insert date)

**I - REGISTRANT**

1. (a) Name of Registrant (b) Registration No.  
Dentsu America, Inc. 5116

(c) Business Address(es) of Registrant  
32 Avenue of the Americas, 16th Floor  
New York, NY 10013

2. Has there been a change in the information previously furnished in connection with the following:

- (a) If an individual:
- |                           |                              |                             |
|---------------------------|------------------------------|-----------------------------|
| (1) Residence address(es) | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (2) Citizenship           | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (3) Occupation            | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
- (b) If an organization:
- |                          |                              |  |
|--------------------------|------------------------------|--|
| (1) Name                 | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (2) Ownership or control | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) Branch offices       | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
- (c) Explain fully all changes, if any, indicated in items (a) and (b) above.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4 AND 5(a).

3. If you have previously filed Exhibit C<sup>1</sup>, state whether any changes therein have occurred during this 6 month reporting period.

Yes  No

If yes, have you filed an amendment to the Exhibit C? Yes  No

If no, please attach the required amendment.

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1. The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

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4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes  No

If yes, furnish the following information:

| Name | Position | Date connection ended |
|------|----------|-----------------------|
|------|----------|-----------------------|

(b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes  No

If yes, furnish the following information:

| Name         | Residence address                     | Citizenship | Position                | Date assumed |
|--------------|---------------------------------------|-------------|-------------------------|--------------|
| Vincent Legg | 23 Bonwit Road<br>Riverside, CT 06878 | U.S.        | Chief Operating Officer | 2/23/09      |

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5. (a) Has any person named in item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes  No

If yes, identify each such person and describe his service.

(b) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes  No

If yes, furnish the following information:

| Name             | Position or connection | Date terminated |
|------------------|------------------------|-----------------|
| James McGuinness | Media Planner          | 2/11/09         |

(c) During this 6 month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes  No

If yes, furnish the following information:

| Name | Residence address | Citizenship | Position | Date assumed |
|------|-------------------|-------------|----------|--------------|
|------|-------------------|-------------|----------|--------------|

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6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(c) of the supplemental statement?

Yes  No

If no, list names of persons who have not filed the required statement.

**II - FOREIGN PRINCIPAL**


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7. Has your connection with any foreign principal ended during this 6 month reporting period?

Yes  No

If yes, furnish the following information:

Name of foreign principal

Date of termination

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8. Have you acquired any new foreign principal<sup>2</sup> during this 6 month reporting period?

Yes  No

If yes, furnish the following information:

Name and address of foreign principal

Date acquired

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9. In addition to those named in Items 7 and 8, if any, list foreign principals<sup>2</sup> whom you continued to represent during the 6 month reporting period.

Government of India Tourist Office

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10. **EXHIBITS A AND B**

(a) Have you filed for each of the newly acquired foreign principals in Item 8 the following:

Exhibit A<sup>3</sup> Yes  No   
 Exhibit B<sup>4</sup> Yes  No

If no, please attach the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during the 6 month period? Yes  No

If yes, have you filed an amendment to these exhibits? Yes  No

If no, please attach the required amendment.

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<sup>2</sup> The term "foreign principal" includes, in addition to those defined in Section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9).) A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

<sup>3</sup> The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157), sets forth the information required to be disclosed concerning each foreign principal.

<sup>4</sup> The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155), sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

**III - ACTIVITIES**

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11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, and 9 of this statement?                      Yes                       No

If yes, identify each such foreign principal and describe in full detail your activities and services:

Dentsu America, Inc. provided advertising services to the Government of India Tourist Office during the period of 1/1/09-6/30/09

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12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity<sup>5</sup> as defined below?                      Yes                       No

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates and places of delivery, names of speakers and subject matter.

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13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals?                      Yes                       No

If yes, describe fully.

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<sup>5</sup> The term "political activities" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

**IV - FINANCIAL INFORMATION**

**14. (a) RECEIPTS - MONIES**

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes  No

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies<sup>6</sup>.

| Date | From whom            | Purpose | Amount |
|------|----------------------|---------|--------|
|      | Please see attached. |         |        |

\$382,668.68

Total

**(b) RECEIPTS - FUND RAISING CAMPAIGN**

During this 6 month reporting period, have you received, as part of a fund raising campaign<sup>7</sup>, any money on behalf of any foreign principal named in items 7, 8, or 9 of this statement? Yes  No

If yes, have you filed an Exhibit D<sup>8</sup> to your registration? Yes  No

If yes, indicate the date the Exhibit D was filed. Date \_\_\_\_\_

**(c) RECEIPTS - THINGS OF VALUE**

During this 6 month reporting period, have you received any thing of value<sup>9</sup> other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes  No

If yes, furnish the following information:

| Name of foreign principal | Date received | Description of thing of value | Purpose |
|---------------------------|---------------|-------------------------------|---------|
|---------------------------|---------------|-------------------------------|---------|

<sup>6, 7</sup> A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. (See Rule 201(e).)

<sup>8</sup> An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fund raising campaign and transmitted for a foreign principal.

<sup>9</sup> Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) **DISBURSEMENTS – MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes  No

(2) transmitted monies to any such foreign principal? Yes  No

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

| Date | To whom              | Purpose | Amount |
|------|----------------------|---------|--------|
|      | Please see attached. |         |        |

\$328,333.41

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Total

**(b) DISBURSEMENTS – THINGS OF VALUE**

During this 6 month reporting period, have you disposed of anything of value<sup>10</sup> other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes  No

If yes, furnish the following information:

| Date disposed | Name of person to whom given | On behalf of what foreign principal | Description of thing of value | Purpose |
|---------------|------------------------------|-------------------------------------|-------------------------------|---------|
|---------------|------------------------------|-------------------------------------|-------------------------------|---------|

**(c) DISBURSEMENTS – POLITICAL CONTRIBUTIONS**

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value<sup>11</sup> in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes  No

If yes, furnish the following information:

| Date | Amount or thing of value | Name of political organization | Name of candidate |
|------|--------------------------|--------------------------------|-------------------|
|------|--------------------------|--------------------------------|-------------------|

<sup>10, 11</sup> Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

V - INFORMATIONAL MATERIALS

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials<sup>12</sup>?  
Yes  No

IF YES, RESPOND TO THE REMAINING ITEMS IN SECTION V.

17. Identify each such foreign principal.

Government of India Tourist Office

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes  No

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

Government of India Tourist Office budgeted \$373,000 for a period of 1/1/09-6/30/09.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following:

- Radio or TV broadcasts
- Magazine or newspaper articles
- Motion picture films
- Letters or telegrams
- Advertising campaigns
- Press releases
- Pamphlets or other publications
- Lectures or speeches
- Internet
- Other (specify) \_\_\_\_\_

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- Public officials
- Newspapers
- Libraries
- Legislators
- Editors
- Educational institutions
- Government agencies
- Civic groups or associations
- Nationality groups
- Other (specify) \_\_\_\_\_

21. What language was used in the informational materials:

- English
- Other (specify) \_\_\_\_\_

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes  No

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act? Yes  No

12 The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

VI - EXECUTION

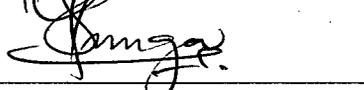
In accordance with 28 U.S.C. §1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature )

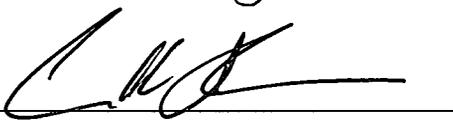
(Type or print name under each signature<sup>13</sup>)

7/13/09 

Purvi Sheth

7/13/09 

Libre Yanga

7/13/09 

Ean K Shearer

7/13/09 

Jessica Blumberg

7/13/09 

Laura Kanfer

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CRM/CES/REGISTRATION UNIT

<sup>13</sup> This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.



U.S. Department of Justice

National Security Division

Washington, DC 20530

THIS FORM IS TO BE AN OFFICIAL ATTACHMENT TO YOUR CURRENT SUPPLEMENTAL  
STATEMENT - PLEASE EXECUTE IN TRIPPLICATE

SHORT-FORM REGISTRATION INFORMATION SHEET

SECTION A

The Department records list active short-form registration statements for the following persons of your organization filed on the date indicated by each name. If a person is not still functioning in the same capacity directly on behalf of the foreign principal, please show the date of termination.

**Short Form List for Registrant: Dentsu America, Inc.**

| Last Name  | First Name and Other Names | Registration Date | Termination Date | Role          |
|------------|----------------------------|-------------------|------------------|---------------|
| Shearer    | Ean K.                     | 02/06/2006        |                  |               |
| Blumberg   | Jessica                    | 02/10/2009        |                  |               |
| Yunga      | Ebie                       | 02/10/2009        |                  |               |
| McGuinness | James                      | 02/10/2009        | 2/11/09          | Media Planner |
| Sheth      | Purvi                      | 02/10/2009        |                  |               |
| Kanfer     | Laura                      | 02/10/2009        |                  |               |

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GRM/CES/REGISTRATION UNIT

**DENTSU AMERICA, INC.**  
**GOVERNMENT OF INDIA**  
**CASH RECEIPTS - 1/1/09-6/30/09 (US)**

| <u>CHECK NUMBER</u> | <u>CHECK DATE</u> | <u>AMOUNT</u>     | <u>INVOICE</u> | <u>PURPOSE</u> | <u>PAID</u>       |
|---------------------|-------------------|-------------------|----------------|----------------|-------------------|
| 7093                | 22-Dec-08         | 9,306.20          | 620356         | MEDIA          | 9,306.20          |
| 7094                | 22-Dec-08         | 14,250.00         | 620426         | MEDIA          | 14,250.00         |
| 7095                | 22-Dec-08         | 6,937.85          | 620354         | MEDIA          | 6,937.85          |
| 7122                | 31-Dec-08         | 6,232.00          | 620357         | MEDIA          | 6,232.00          |
| 7123                | 31-Dec-08         | 23,098.17         | 451515         |                | 23,098.17         |
| 7124                | 31-Dec-08         | 14,250.00         | 620427         | MEDIA          | 14,250.00         |
| 7125                | 31-Dec-08         | 12,340.50         | 620351         | MEDIA          | 12,340.50         |
| 7126                | 31-Dec-08         | 8,638.35          | 620350         | MEDIA          | 8,638.35          |
| 7127                | 31-Dec-08         | 7,300.00          | 451567         | PRODUCTION     | 7,300.00          |
| 7128                | 31-Jan-08         | 18,711.98         | 451566         | PRODUCTION     | 18,711.98         |
| 7129                | 31-Dec-08         | 2,116.08          | 451513         | PRODUCTION     | 2,116.08          |
| 7130                | 31-Dec-08         | 4,936.49          | 451512         | PRODUCTION     | 4,936.49          |
| 7131                | 31-Dec-08         | 4,590.09          | 451511         | PRODUCTION     | 4,590.09          |
| CA012609A           | 26-Jan-09         | 10,227.20         | 450964         | PRODUCTION     | 5,914.48          |
|                     |                   |                   | 450965         | PRODUCTION     | 3,826.67          |
|                     |                   |                   | 350010DR       | PRODUCTION     | 486.05            |
| 7171                | 29-Jan-09         | 11,732.50         | 620510         | MEDIA          | 11,732.50         |
| 7172                | 29-Jan-09         | 14,250.00         | 620508         | MEDIA          | 14,250.00         |
| 7173                | 29-Jan-09         | 14,250.00         | 620509         | MEDIA          | 14,250.00         |
| 7174                | 29-Jan-09         | 12,825.00         | 620504         | MEDIA          | 12,825.00         |
| 7175                | 29-Jan-09         | 6,937.85          | 620505         | MEDIA          | 6,937.85          |
| 7176                | 29-Jan-09         | 13,946.00         | 620506         | MEDIA          | 13,946.00         |
| 7177                | 29-Jan-09         | 6,232.00          | 620507         | MEDIA          | 6,232.00          |
| 7316                | 24-Mar-09         | 5,890.77          | 451705         | PRODUCTION     | 5,890.77          |
| 7317                | 24-Mar-09         | 14,250.00         | 620534         | MEDIA          | 14,250.00         |
| 7318                | 24-Mar-09         | 8,550.00          | 620536         | MEDIA          | 8,550.00          |
| 7320                | 24-Mar-09         | 10,281.85         | 620537         | MEDIA          | 10,281.85         |
| 7321                | 24-Mar-09         | 12,825.00         | 620583         | MEDIA          | 12,825.00         |
| 7322                | 24-Mar-09         | 3,672.40          | 451871         | PRODUCTION     | 3,672.40          |
| 7324                | 24-Mar-09         | 14,250.00         | 620589         | MEDIA          | 14,250.00         |
| 7325                | 24-Mar-09         | 11,732.50         | 620593         | MEDIA          | 11,732.50         |
| 7326                | 24-Mar-09         | 8,550.00          | 620590         | MEDIA          | 8,550.00          |
| 7329                | 24-Mar-09         | 6,232.00          | 620588         | MEDIA          | 6,232.00          |
| 7330                | 24-Mar-09         | 9,306.20          | 620587         | MEDIA          | 9,306.20          |
| 7331                | 24-Mar-09         | 13,946.00         | 620586         | MEDIA          | 13,946.00         |
| 7335                | 24-Mar-09         | 6,933.05          | 619887         | MEDIA          | -7,316.95         |
|                     |                   |                   | 620584         | MEDIA          | 14,250.00         |
| 7336                | 24-Mar-09         | 6,933.05          | 619889         | MEDIA          | -7,316.95         |
|                     |                   |                   | 620592         | MEDIA          | 14,250.00         |
| 7337                | 24-Mar-09         | 6,933.05          | 619891         | MEDIA          | -7,316.95         |
|                     |                   |                   | 620591         | MEDIA          | 14,250.00         |
| <b>GRAND TOTAL</b>  |                   | <b>363,394.13</b> |                |                | <b>363,394.13</b> |

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 CRM/CES/REGISTRATION UNIT

**DENTSU AMERICA, INC.**  
**GOVERNMENT OF INDIA**  
**CASH RECEIPTS - 1/1/09-6/30/09 (CAN)\***  
 \*@ 0.8605 as of 6/30/09

| <u>CHECK<br/>NUMBER</u> | <u>CHECK<br/>DATE</u> | <u>AMOUNT (CAN)</u> | <u>INVOICE</u> | <u>PURPOSE</u> | <u>PAID (CAN)</u> | <u>U.S.<br/>CONVERSION</u> |
|-------------------------|-----------------------|---------------------|----------------|----------------|-------------------|----------------------------|
| 1208                    | 19-Jan-09             | 5,986.77            | 350007         | PRODUCTION     | 5,986.77          |                            |
| 1209                    | 19-Jan-09             | 9,699.30            | 350008         | PRODUCTION     | 9,699.30          |                            |
| 1210                    | 19-Jan-09             | 6,713.18            | 350009         | PRODUCTION     | 6,713.18          |                            |
| <b>GRAND TOTAL</b>      |                       | <b>22,399.25</b>    |                |                | <b>22,399.25</b>  | <b>19,274.55</b>           |

**DENTSU AMERICA, INC.**  
**GOVERNMENT OF INDIA**  
**EXPENDITURE BY VENDOR - 1/1/09-6/30/09 (US)**

| <u>NAME</u>                   | <u>INVOICE #</u> | <u>INVOICE DATE</u> | <u>INVOICE AMOUNT</u> | <u>PAID AMOUNT</u> |
|-------------------------------|------------------|---------------------|-----------------------|--------------------|
| AMERICAN EXPRESS PUBLISHING   |                  |                     |                       |                    |
|                               | 0143858*1        | 3/2/2009            | 8,326.60              | 8,326.60           |
|                               | 142084*1         | 10/9/2008           | 8,326.60              | 8,326.60           |
|                               | 142993*1         | 11/18/2008          | 8,326.60              | 8,326.60           |
|                               |                  |                     | <b>24,979.80</b>      | <b>24,979.80</b>   |
| CHICAGO SUN TIMES             |                  |                     |                       |                    |
|                               | 335954101*1      | 9/7/2008            | 6,517.59              | 6,517.59           |
|                               | 336431301*1      | 9/21/2008           | 6,517.59              | 6,517.59           |
|                               | 336431601*1      | 10/5/2008           | 6,517.59              | 6,517.59           |
|                               | 336431701*1      | 10/19/2008          | 6,517.59              | 6,517.59           |
|                               |                  |                     | <b>26,070.36</b>      | <b>26,070.36</b>   |
| CHRONICLE OF HIGHER EDUCATION |                  |                     |                       |                    |
|                               | 010709*1         | 1/7/2009            | 6,207.55              | 6,207.55           |
|                               | 010709A*1        | 1/7/2009            | (6,207.55)            | (6,207.55)         |
|                               | 570419-0130*1    | 1/30/2009           | 6,207.25              | 6,207.25           |
|                               |                  |                     | <b>6,207.25</b>       | <b>6,207.25</b>    |
| HACHETTE FILIPACCHI MEDIA     |                  |                     |                       |                    |
|                               | 782240001*1      | 12/15/2008          | 11,475.00             | 11,475.00          |
|                               | 784786001*1      | 2/15/2009           | 11,475.00             | 11,475.00          |
|                               |                  |                     | <b>22,950.00</b>      | <b>22,950.00</b>   |
| M. SHANKEN COMMUNICATIONS     |                  |                     |                       |                    |
|                               | CA13409*1        | 1/15/2009           | 12,478.00             | 12,478.00          |
|                               | CA13745*1        | 3/9/2009            | 12,478.00             | 12,478.00          |
|                               |                  |                     | <b>24,956.00</b>      | <b>24,956.00</b>   |
| NATIONAL AUDUBON SOCIETY      |                  |                     |                       |                    |
|                               | 2072*1           | 3/1/2009            | 12,750.00             | 12,750.00          |
|                               |                  |                     | <b>12,750.00</b>      | <b>12,750.00</b>   |
| NATURAL HISTORY               |                  |                     |                       |                    |
|                               | 19595-1*1        | 2/4/2009            | 7,650.00              | 7,650.00           |
|                               | 20326-1*1        | 1/8/2009            | 7,650.00              | 7,650.00           |
|                               |                  |                     | <b>15,300.00</b>      | <b>15,300.00</b>   |
| OUTSIDE MAGAZINE              |                  |                     |                       |                    |
|                               | GO75824*1        | 3/1/2009            | 12,750.00             | 12,750.00          |
|                               |                  |                     | <b>12,750.00</b>      | <b>12,750.00</b>   |
| PEEQ MEDIA LLC                |                  |                     |                       |                    |
|                               | 116164           | 2/17/2009           | 565.00                | 565.00             |
|                               | 116599           | 2/26/2009           | 592.90                | 592.90             |
|                               |                  |                     | <b>1,157.90</b>       | <b>1,157.90</b>    |



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“We are blessing the gods with the smoke of the cigars. And the gods are very wise because they do not force or oblige us to inhale the smoke.”

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to smoke himself. So it doesn't symbolize wealth to Cubans. It symbolizes identity.

**Q:** I guess cigars are evocative to all of us, but in different ways.

**A:** It is evocative because it is authentic and indigenous. Whereas, sugar came from India. Columbus brought it to the island in his fourth trip, and it was bad for our economy. We were the most productive country for sugar and that brought many problems for us. We were not able to grow many other products because sugar took over our economy. It made us a very expensive country.

**Q:** At one time, you were almost slaves to sugar.

**A:** Yes. Almost slaves to sugar. But tobacco is from here. It is magic. Tobacco talks to our gods. It is a gift from them.

**Q:** Could you speak a little about the role of tobacco in Santeria, the Afro-Caribbean religion here in Cuba? You are one of the world's experts.

**A:** For Cuban worshippers, Afro-Cuban religions here such as Santeria, Palomonte and others, the

smoke of the cigar is like purifying water in the Bible. Christians use water for the baptism, but Afro-Caribbean religions in Cuba use smoke as well. Not only that the leaves of tobacco cure wounds. So tobacco by all means is a blessing.

**Q:** So are we blessing the gods when we smoke cigars?

**A:** We are blessing the gods with the smoke of the cigars. And the gods are very wise. They are very wise because they do not force or oblige us to inhale the smoke. They want the smoke for themselves. When you exhale the smoke, you are blessing the gods at the same time as blessing yourself.

**Q:** What do the gods give us back when you smoke cigars?

**A:** Hope for your way of life.

**Q:** We have something similar with incense in the Catholic and Anglican Church.

**A:** That is very industrial. We have the cigar. We

are a privileged country. I was not raised in the Catholic Church but the Episcopal Church, but as an anthropologist, I went to do my research on Afro-Cuban religion. That is how I learned the importance of cigar smoke to these religions.

**Q:** So what about just normal people smoking cigars? They are blessing the gods without knowing it.

**A:** They know. But they don't want to admit it. Deep in their heart, they know.

**Q:** Is that why when strangers meet who are smoking cigars they become instant friends? You are bonded somehow?

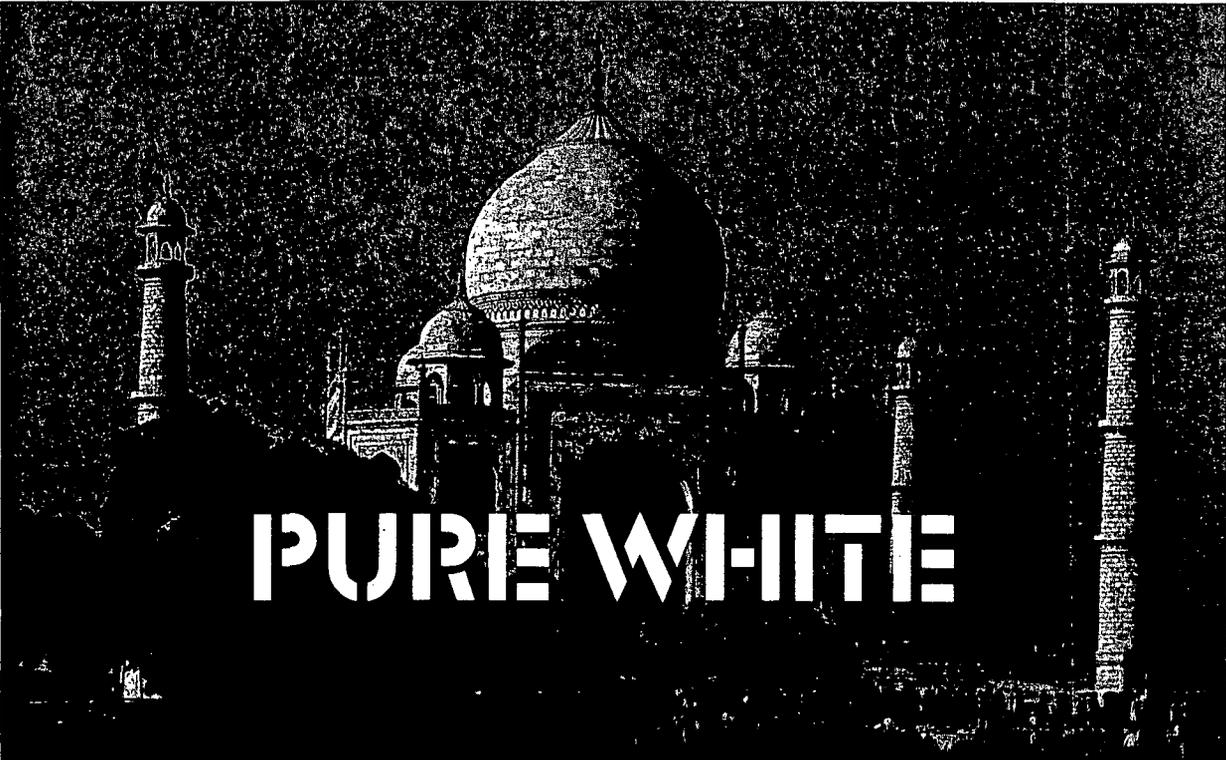
**A:** Yes. This is true.

**Q:** There is no other product that does that.

**A:** Cigars are very special.

**Q:** What do you mean by special?

**A:** They are already for me a close friend, a quiet friend. ❖



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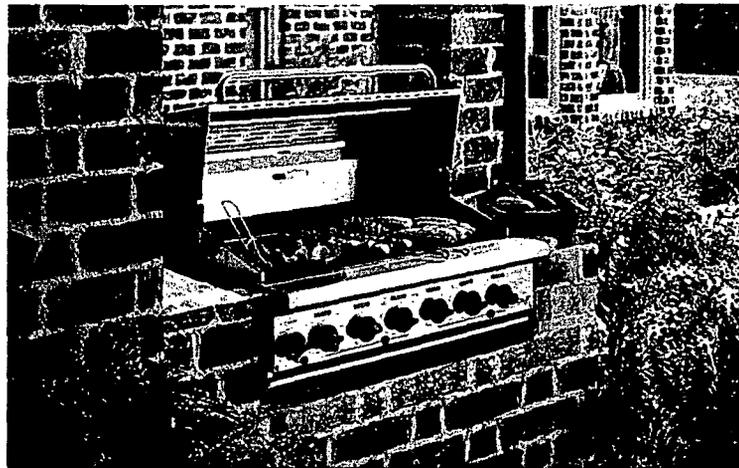
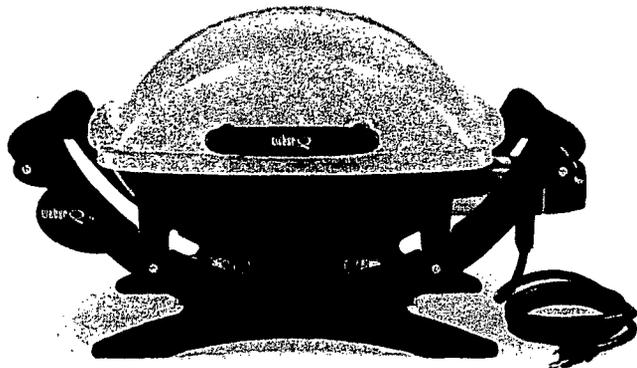
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NANCY DAVIDSON is a food writer in Atlanta.

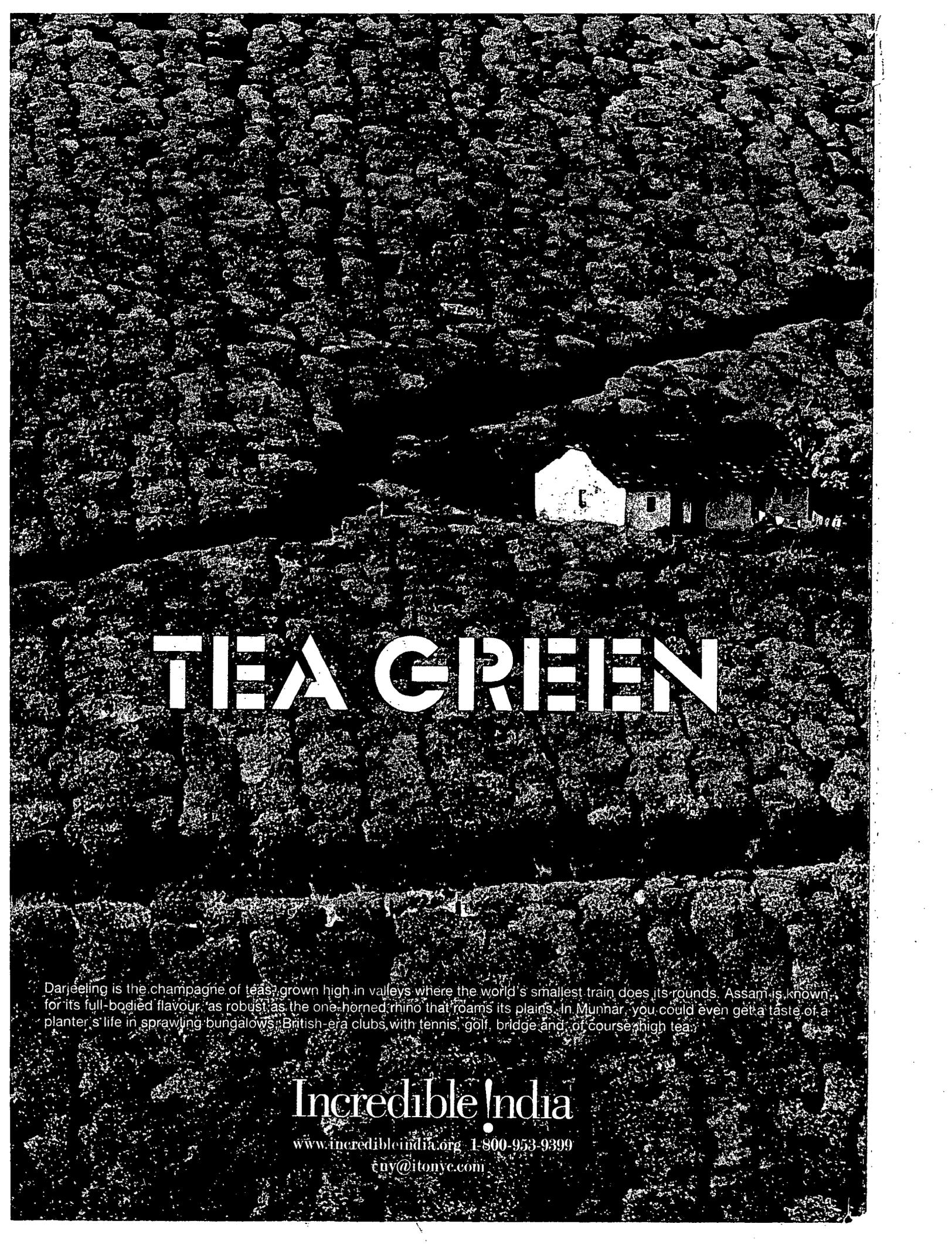
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