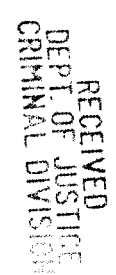



Washington, DC 20530

INSTRUCTIONS: Report must be submitted in duplicate to the Registration Unit, Internal Security Section, Criminal Division, Department of Justice, Washington, D.C. 20530. The original must be signed by or on behalf of the registrant. All items in this form must be answered, unless the answer is "none" or "not applicable," in which case such an entry shall be made in the appropriate space. If additional space is needed for any item, attach supplemental sheet identifying each item.

Privacy Act Statement. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, dissemination report, copy of political propaganda or other document or information filed with the Attorney General under this act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, D.C. One copy of every such document is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of such documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. Finally, the Attorney General transmits an annual report to the Congress on the Administration of the Act which lists the names of all agents registered under the Act, the foreign principals they represent, and the nature, sources and content of the political propaganda disseminated or distributed by them. This report is available to the public.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .5 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, D.C. 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, D.C. 20503.

1. Name of registrant JETRO, Houston		2. Registration No. 2277	
3. Nature of material (<i>A concise account of the nature of the propaganda material filed</i>) JETRO's newsletter for Arkansas, Louisiana, Mississippi, Oklahoma, and Texas.			
4. Title of material, if any Japan Pulse		5. Name of foreign principal on whose behalf this material was transmitted. Japan External Trade Organization Tokyo, Japan	
6. Means of transmission First Class Mail	7. Dates of transmission April 28, 1995	8. Total copies transmitted 119	
9. List addresses from which material was transmitted: 1221 McKinney, Suite 2360 Houston, TX 77010		10. List states and territories of the United States to which material was transmitted: Arkansas, Louisiana, Mississippi, Oklahoma, and Texas.	
11. Types of recipients (<i>Give number of organizations in each group</i>) Libraries _____ Public officials _____ Newspapers News Media 119 Press services of associations _____ Educational institutions _____ Civic groups _____ Other (<i>specify</i>) _____		12. List names and addresses of persons or organizations receiving 100 copies or more: <div style="text-align: center;">   </div>	

13. If the material transmitted was a film or radio or television script, furnish the following information:


Name of station, organization, or theater using
(including city and state)

Date or dates broadcast shown

Estimated attendance
(for film(s))

14. Have two copies of this material been filed with the Department of Justice? Yes ☒ No ☐

15. Has this material been labeled as required by the act? Yes ☒ No ☐

Date of report	Name and title	Signature
May 23, 1995	Hiroiyuki Nemoto Director, Public Relations	

JAPAN PULSE: A Look At U.S.-Japan Relations

A source of news and information from the Japan External Trade Organization (JETRO)

April 1995

Mustang, Cherokee Drive into Japan's Annual Hottest Products List

Imported beer, private label products and lower-priced American cars dominated Japan's top-10 hottest products list for 1994, as reported by *Nikkei Trendy*, a consumer-trends magazine.

The thirst for foreign-made suds (#1) and U.S. cars (#5) soared last year in part to the rising yen. But market researchers also point to a dramatic change in the buying habits of Japanese consumers who are now seeking bargains instead of just quality. Winners in this trend? Imported cola, private label mineral water and Ford's Mustang — an import so successful it has been dubbed a "domestic car killer." Chrysler's Cherokee

Mostly imported, private label goods (#2) won the hearts of Japan's shoppers with prices 30-50 percent less than similar national brand-name products.

Big-ticket electronics, the reigning top products since the 1980s, earned spots on this year's list with the help of major price cuts. Prices were halved for trendy car navigation systems (#3) and slashed on wide-screen TVs (#10).

Retail Revolution Spurs Private Label Imports But Stings Mom-and-Pops

Foreign growers and manufacturers are gaining a direct channel to Japanese store shelves thanks to recession-weary consumers and much stiffer retail competition. The booming discount store market (\$22 billion annual sales) is forcing large retailers to slash prices by buying inexpensive private label products directly from foreign suppliers — bypassing Japan's traditional distribution system.

Supermarket giant Ito-Yokado expects to sell 36 million cans of cola made by Cott Beverage of Georgia, one-year after its introduction. Foreign bottled water, including brands such as Hawaii Water, have slashed the market share of Japanese bottled waters to 35 percent from 80 percent four years ago.

But price pressures are pinching Japan's ubiquitous mom-and-pop stores, which account for 65 percent of all retail stores yet only 18 percent of total sales.

Internet Surf Captures Japanese Market Information with JETRO Home Page

The information, or *joho*, superhighway just got a new lane with the addition of Japanese economic and import market information on home pages by JETRO (Japan External Trade Organization) and MITI (Ministry of International Trade and Industry) — located via the Internet's World Wide Web.

Advice on exporting to Japan, trade statistics and articles are easily accessed through the JETRO Home Page (<http://www.jetro.go.jp>), as is information on procurement by the Japanese government. Or access the MITI Home Page at <http://www.miti.go.jp>.

For more information, contact JETRO-Houston at 713/759-9595, or contact Mark Klein at Fogarty Klein & Partners, 713/867-3207.