

# Cameras click fast in the U.S.

The latest edition of the Wolfman Report, which has just come out, contains some interesting facts and figures on the 1984 photographic market. Read on and see if you have contributed to the numbers.

The report indicates that over 12 billion pictures were taken in America last year — that's 135 photos per household. Of those, 130 were color and only five black and white. Common you black and white shooters — get clicking!

Still camera sales for 1984 totaled almost 16 million cameras of all types. Thirty-five mm cameras are the market favorite with 2.6 million reflex units and 3 million lens/shutter units.

These are the cameras that use optical viewfinders instead of through-the-lens focusing systems and often incorporate such features as automatic flash, automatic film advance and automatic focusing.

They're sold at prices averaging less than \$150 and offer amateurs an almost foolproof camera at affordable prices.

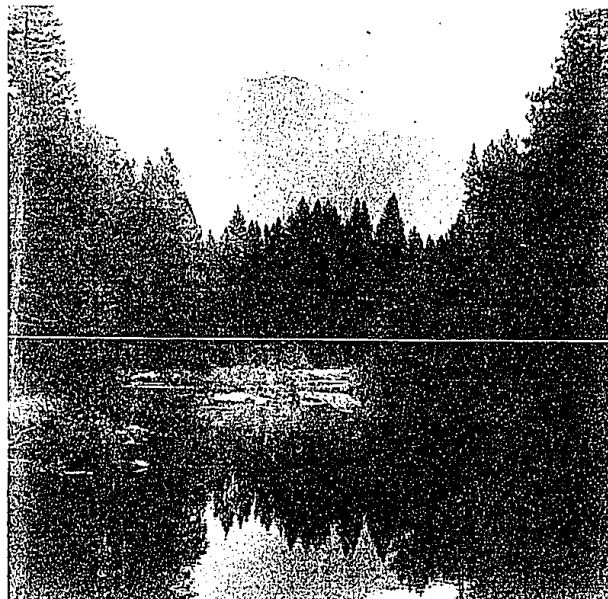
THE ONCE-POPULAR movie market continued to decline as only 60,000 8mm cameras were sold nationally in 1984.

However more and more photographic companies such as Nikon, Canon, Pentax and Fuji are entering the video market and a record-breaking 500,000 video cameras were purchased last year.

How about dollars spent? According to the Wolfman Report, the Gross National Photo Product, the basic indicator of total photographic activity, reached a record \$16 billion for 1984. That'll buy a lot of film.

In shopping, Americans preferred their local camera stores for cameras but opted for the drug store for photo-finishing.

Drug stores accounted for over 30 percent of the



One of America's most popular vacation spots — where millions of pictures were taken last year — is Yosemite National Park. This is Monte Nagler's photograph of Half Dome.

3.4 billion dollars spent for photofinishing.

In a reflection of changing preferences, the once-popular drive-in stands for photofinishing continued to decline while the number of on-site photofinishers — the minilabs — doubled over the past

year. Per capita spending by Americans on photography reached almost \$45, the highest anywhere in the world.

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