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SWEDEN: REINDEER-BRAWN LAPPS MAKE ANNUAL TRIP TO MARKET

Northern Sweden at the Arctic Circle - the current U.S. cold wave makes it seem less remote. A few miles north of the line, nomadic Lapps arrive by reindeer sled for the annual market days at Jokkmokk. This is the 353rd year that this town has served as the only Lapp market in the world. In that time, both the town and the Lapps have grown more modern & many of them now come by taxi instead of reindeer. For the tourists who come from farther south in Sweden, it's a great opportunity to buy reindeer skins and colorful items of clothing.

Progress still comes slowly in this part of the world. Sweden has brought a number of reforms to the part of Lapland that lies within her borders. But even here, as in the farther reaches of Norway, Finland and Russia, many Lapps have brooked little interference with their traditional way of life. Electrical appliances are interesting for them to look at, but most of them live far away from a supply of electricity. In fact, they don't live in any one place for long - but follow their reindeer herds to fresh grazing spots. A colorful people, and a colorful market.