

New Egypt Auction Grew Into Flea Market

New Egypt—An Indian "medicine man" and lady fortune tellers help to enliven shopping at the New Egypt auction which has developed into a true "flea market" since 1959.

Col. Esler Heller, general manager of the auction, started the business up again after it closed following 26 years of operation, so area farmers could have an outlet for their products.

Located 25 miles west of Toms River on Route 537, the auction draws bargain hunters from throughout the Delaware Valley on Wednesdays and Sundays.

A real old-fashioned auction is held Wednesdays at 1 P. M. at which time any seller can auction off his own wares.

The "medicine man" attracts his audience by dangling a live snake from around his neck while he delivers his spiel on the virtues of "snake oil."

Highlight of Presentation

To highlight his presentation the Indian salesman puts the head of the serpent in his mouth while the crowds gasp in horror.

He then tells shoppers that his oil can be used for any ailment "internally and externally."

Sales are usually brisk after he takes a couple of swigs from a bottle to illustrate his mes-

Col. Heller has a standing of-

fer to enterprising merchants to bring anything they want to sell or swap to the auction on Wednesdays from 8 A. M. to 2 P. M. and on Sundays from 9 A. M. to 5 P. M.

Sunday Fees Higher

On Sundays, stands rent for \$3 and on Wednesdays the fee is \$2.

"We have merchandise of every description," Colonel Heller said, "and the buyer has the advantage of purchasing directly from the owner."

Starting with a few farmers selling cabbages and apples the Ocean County market has expanded into one of the area's fastest growing hunting grounds for antique seekers.

Browsers can find 100 needles for a dime.

And if you happen to be a fan of Herman's Hermits you can pick up their albums for half price.

Buyer Can Haggle

One of the features of shopping at a flea market is the opportunity for the bargain hunter to haggle with the merchants in an eyeball to eyeball confrontation.

Usually both the merchant and the buyer wind up happy with the sale, and the give and take of horse trading.

Alert shoppers can find antique furniture, cosmetics, jewelry, glassware, records, stamps and coins, new and used clothing and even the kitchen sink.

Although produce can still be purchased at the market the majority of the 100 stand operators concentrate on more exotic merchandise.

Heller said the operators come from all walks of life and seem to enjoy the atmosphere of the market more than the quest for the dollar.