

# Ready, set, shop: Redikulus Dae is Aug. 2

BY RIVER NEWS STAFF

The annual shopping extravaganza known as Redikulus Dae will take over downtown Rhinelander from 10 a.m. to 6 p.m. Wednesday, Aug. 2.

For decades, Rhinelander merchants have moved their wares from their stores to the sidewalks on the first Wednesday in August.

The event, hosted by Downtown Rhinelander Inc., typically draws a large crowd as vendors and merchants offer “redikulus” prices for the summer stock that needs to get off the shelves before the fall inventory comes in.

Visitors to the 2023 Redikulus Dae event can expect hand-crafted goods, bargains, sales and food.



RIVER NEWS FILE PHOTO

Brown Street in Rhinelander will be the place to be on Wednesday, Aug. 2 as local merchants will once again host sidewalk sales featuring “redikulus” prices.

## REDIKULUS DAE

### DOWNTOWN RHINELANDER

### STOP DOWN & ENJOY THE FUN!

Wednesday,  
August 2nd

Welcome to  
**Casa Mexicana**  
Mexican Restaurant

Authentic Mexican Food

ENJOY YOUR Redikulus <sup>1/2</sup> DELICIOUS FAVORITE  
Mexican Meal WITH 2 for 1 Tap Beers!

Offer Only Valid At Rhinelander Location

Ample Parking! Restaurant Expansion & New Cantina!

715-362-4970

1180 Lincoln Street, Rhinelander • Across From Kohl's

CONTINUE DOWN BROWN  
FOR MORE REDIKULUS SAVINGS!  
DECOR, GIFTS, X-MAS,  
SILK FLOWERS  
AND GARDEN ITEMS!

~Complete and personal service since 1900~

## FORTH FLORAL

410 N. Brown St., Rhinelander, WI 54501  
800.382.4942 • 715.362.7600  
www.forthfloral.com

2023 REDIKULUS DAE

## LATTITUDES

UNCOMMON APPAREL & GOODS

YOU NEVER KNOW WHAT YOU'LL FIND!  
AUGUST 3rd...WE'LL BE OPEN AT 8 am!  
ITEMS AT THESE LOW PRICES GO FAST!  
LOOK OUT FOR ONE DAY SALES

61 N. BROWN STREET

Redikulus Dae

One Day Only  
ALL DAY

\$1 off Pints  
\$3 off Flights

Six 7 oz Beers per Flight

Rhinelanders

BREWING COMPANY LLC

AW C'MON -  
PWEASE

# BITE

WE NO ITS WEDIKALOUS...  
BUTT WON'T U PWEASE,  
PWEASE BI SUM OF THIS STUFF!

Monday-Saturday 8:30-5:00; Sunday 10-3  
105 South Brown St. • 715-362-5800 • mels@newnorth.net

## CTS Deli

DOWNTOWN RHINELANDER

Chef Inspired • Customer Desired  
Lunch • Deli Meats • Smoked Meats • Full Bar  
Family Friendly • Daily Specials

Redikulus Dae Sale!

20% Off All Balsamic Vinegar & Oils  
Chili Cheese Dogs on the Street

17 N Brown Street • 715-369-8988  
M-F 10am - 6pm, Sat. til 2pm

## REDIKULUS DAE!

Make MEL'S your first stop!

OVER 200 ITEMS  
ON SALE

Wednesday, August 2ND Rain or  
Shine (inside  
if it rains)

Sale Starts at 8 a.m.

Here's just a few examples:

SAVE BIG ON SELECT KAYAKS!		
ONE LOT OF NAME BRAND BIKES		ON SALE!
ALL PADDLEBOARDS		ON SALE!
DAIWA SPINCAST REELS	<del>\$29.95</del>	\$16.99
TACKLE 13 SPINNING ROD	<del>\$79.95</del>	\$24.95
SUMMER CLOTHING		UP TO 1/2 OFF
FLANNEL SHIRTS	<del>\$39.95</del>	\$9.99
MERINO BLEND SOX		\$7.95/2PK
WOMENS SOCK 3/PK		\$5.99
WINTER COATS		1/2 OFF
CAMO HOODIE	<del>\$99.00</del>	1/2 OFF
LIFE JACKETS		ON SALE!
WATER SKIS		UP TO 40% OFF
PARTY COVE ISLAND FLOAT	<del>\$499.00</del>	\$299.00
ONE LOT SHORTS		1/2 OFF
QUAKER BOY TURKEY CALLS		40% OFF
SUMMER SHOES		UP TO 1/2 OFF
RAIN OR SHINE!		

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WE CAN'T WAIT TO  
SEE YOU THIS  
REDIKULUS DAE!

SERVING THE  
NORTHWOODS SINCE  
1946 FOR ALL YOUR  
OUTDOOR NEEDS.

SALES TENTS WILL  
BE UP AT BROWN  
AND KING STREET  
AUGUST 2ND

Hands That Serve & Hearts That Care

### Seventh Day Adventist Thrift Shop

GREAT Fashion at  
REDIKULUS savings!

# EVERYTHING is \$1

One Day Only  
8/2/23

Save Money & Support  
Your Local Community!

OPEN

Mon-Fri  
10AM-3PM

18W Rives St.  
Rhinelander, WI 54501

715.369.2737

WE ACCEPT DONATIONS YEAR ROUND