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 handcrafted goods, bargains, sales and food



RIVER NEWS FILE PH

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.



DOWNTOWN RHINELANDER STOP DOWN & ENJOY THE FUN!

Wednesday, August 2nd







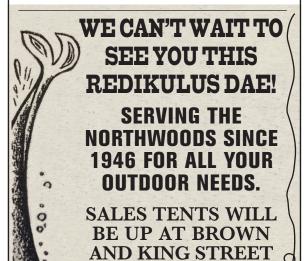


















REDIKULUS DAE!Make MEL'S your first stop!

OVER 200 ITEMS

Wednesday, August 2ND Rain or Sale Starts at 8 a.m. Shine (inside if it rains)

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 \$16.99 TACKLE 13 SPINNING ROD \$79.95 \$24.95 SUMMER CLOTHING UP TO 1/2 OFF FLANNEL SHIRTS \$39.95 \$9.99 MERINO BLEND SOX \$7.95/2**PK WOMENS SOCK 3/PK** \$5.99 WINTER COATS 1/2 **OFF CAMO HOODIE** 1/2 **OFF** \$99.00 LIFE JACKETS ON SALE! WATER SKIS **UP TO 40% OFF** PARTY COVE ISLAND FLOAT \$499.00 \$299.00 ONE LOT SHORTS 1/2 **OFF QUAKER BOY TURKEY CALLS** 40% OFF **SUMMER SHOES** UP TO 1/2 OFF RAIN OR SHINE!



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