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Kiddles Owners Say Thanks!

by Opinion Writer (<http://jwcdaily.com/author/opinion-writer/>) • January 21, 2018

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LETTER to the EDITOR

2018 ushers in Kiddles Sports' 50th year on Market Square in Lake Forest. On behalf of our family, we would like to extend a sincere and heartfelt thank you.

The journey through these 5 decades has seen numerous changes to say the least. We proudly chose brands that were ground breaking, new to America's market, and some were simply new inventions (i.e. rollerblades, mountain bikes, running shoes). By living healthy and athletic lifestyles, our

family seemed poised to decide on new brands like Adidas, Nike, Reebok, Trek, Rollerblade and others in these brands' early and formative years.

Our esteemed and cherished clientele allowed us to introduce these historic brand names and we couldn't have had a more joyful, prideful experience. The challenges of business are of course always present, but our dutiful adherence to one clear business model remained tantamount... offer quality brands, fair prices, and the best service possible. What seemed relevant in 1968 is just as crystal clear today.

In the face of today's quick paced rush to reinvent retail, please understand that Kiddles Sports will keep our modern day thinking in lockstep with common sense decision-making. Our focus was and always will be, to listen intently! This major ingredient allows us to fulfill our promise to you. We will continue to provide the best products, on-time delivery, and cutting edge methodology along with sensible, earnest caring for our community. The Shlifka family wants to convey our thanks to all of our customers! Health, joy, and peace to you and your families in 2018.



Editor's note: Letters to the Editor represent the writers' opinions and not necessarily those of Daily North Shore. We encourage readers to post Letters to the Editor — please use this link (<http://jwcdaily.com/hey/>) to do so.