

Sam M. Walton
Chairman of the Board
(501) 273-4210

August 8, 1990

Mr. Paul Zane Pilzer
11th Floor
750 North St. Paul
Dallas, TX 75201

Dear Paul:

Thank you for your book on "Unlimited Wealth" and the theories you have introduced. I'm amazed at your business capacity and, as well, your ability to put into laymen's terms the alchemic process. It is certainly an unusual study and I want to thank you for sharing it with me. I especially enjoyed your assessment on our particular approach to discount retailing and the factors which you feel have led to our company's growth and development. Thanks, my friend, for giving me an opportunity to preview your publication. I know it will be well received and a huge success. Best wishes, always.

Very truly yours,


Sam Walton

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