

The Great Company Adventures • Book 31 of 50

WALMART

6 THE STORE THAT NEVER RUNS OUT

A curious girl, three wise mentors, and the little paper tag that keeps a million shelves full for less, every single day.

"Discovering the businesses that built the modern world"

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THE GREAT COMPANY ADVENTURES

Discovering the businesses that built the modern world.

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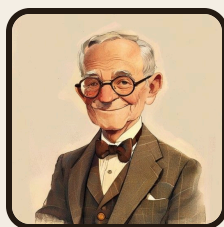
Illustrations were created with AI image tools; the text was written with AI assistance. All content is reviewed and edited by our editorial team.

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MEET THE CHARACTERS



SIRI



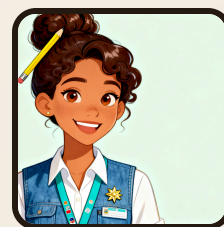
BEN



WARREN



CHARLIE



JUNE

A curious girl named Siri, a wise old teacher named Ben, and his student Warren with Warren's partner Charlie — together discovering the businesses that built the modern world, one adventure at a time.

THE GLOBAL 50

One great company per volume · Fifty adventures, one modern world

SPACE & EXPLORATION

1. SpaceX — *“The Fire That Comes Back”*

MANUFACTURING & ENGINEERING

2. Toyota — *“The River That Builds Cars”*
3. Siemens — *“The Factory That Builds Factories”*
4. Caterpillar — *“The Machines That Move Mountains”*
5. Boeing — *“The Bird With Six Million Pieces”*
6. Airbus — *“The Plane Four Countries Built”*

ENERGY & INDUSTRY

7. Shell — *“The Sunlight Buried at Sea”*
8. ExxonMobil — *“The Ancient Sunlight Machine”*
9. GE Vernova — *“The Wheel That Makes Lightning”*

COMMUNICATION

10. AT&T — *“The Voice Inside the Wire”*
11. Qualcomm — *“The Whisper in the Air”*
12. Ericsson — *“The Towers That Talk”*

TRANSPORTATION

13. Tesla — *“The Car With No Engine”*
14. John Deere — *“The Machine That Feeds the World”*
15. UPS — *“The Promise in a Brown Truck”*

INFRASTRUCTURE

16. ABB — *“The Arms That Never Tire”*
17. Schneider Electric — *“The Guardian of the Grid”*

MATERIALS

18. Corning — *“The Thread of Light”*
19. DuPont — *“The Inventors of Almost Everything”*

SCIENCE & TOOLS

20. 3M — *“The Factory of Ten Thousand Ideas”*
21. Bosch — *“The Spark in Every Machine”*
22. Honeywell — *“The Dial That Tames the Weather”*

MEDICINE & BIOTECHNOLOGY

23. Pfizer — *“The Shield in a Tiny Vial”*
24. Roche — *“The Detectives of the Blood”*

25. Novo Nordisk — *“The Key to a Billion Locks”*

26. Johnson & Johnson — *“The Little Bandage That Grew”*

FOOD & AGRICULTURE

27. Nestlé — *“The Cup That Wakes the World”*
28. Cargill — *“The Invisible Harvest”*

FINANCE & COMMERCE

29. Visa — *“The Handshake Inside the Card”*
30. Mastercard — *“The Two-Second Trust Machine”*
31. Walmart — *“The Store That Never Runs Out”*
32. Costco — *“The Treasure Warehouse”*
33. FedEx — *“The Race Against the Sun”*

CONSUMER INNOVATION

34. Disney — *“The Factory of Dreams”*
35. LEGO — *“The Brick That Builds Anything”*
36. Sony — *“The Pocket Full of Music”*
37. Coca-Cola — *“The Secret in the Red Can”*
38. Nike — *“The Shoe That Learned to Fly”*

LUXURY & CRAFTSMANSHIP

39. Rolex — *“The Heartbeat on Your Wrist”*
40. LVMH — *“The Suitcase That Conquered the World”*

COMPUTING & DIGITAL CIVILIZATION

41. Apple — *“The Glass That Thinks”*
42. Microsoft — *“The Invisible Machine”*
43. Google — *“The Library With No Walls”*
44. Amazon — *“The Box That Crossed the World”*
45. NVIDIA — *“The Brain Made of Sand”*
46. Intel — *“The First Thinking Chip”*
47. TSMC — *“The Invisible City”*
48. ASML — *“The Machine That Prints With Light”*
49. OpenAI — *“The Machine That Learned to Talk”*

THE FINAL DISCOVERY

50. The Company Yet to Be Built — *“The Adventure You Will Build”*

THE LITTLE TAG THAT TWITCHED

Midnight. Homework: unfinished. And Grandpa Ben's old brass compass? Spinning like crazy.

SPIN

The needle stopped. Pointing at... the little paper tag on her new notebook. From the giant store.

YOU? You're just a PRICE TAG!

The magic diary flipped open by itself. Fresh ink. Grandpa's handwriting.

It's never done THIS before...

"Follow the tag. Find the store that never runs out."

★ WORTH REMEMBERING

Look at a price tag: one number, one little fence of stripes. Behind it stands a store where millions of things are somehow always there, always cheap. Tonight's mystery: **who keeps a million shelves full — and why doesn't it ever run out?**

The stripes on the tag glowed — and a whirlpool of blue light grabbed her.

WHOOSH



Here we GOOO!



SIRI'S SECRET NOTEBOOK

New mystery! 🗝️

- ① The stripes on a price tag — are they a SECRET CODE?
- ② Grandpa says the store never runs out. Of ANYTHING. Ever. How?!

THE RIVER MADE OF BOXES

She landed on a high walkway.
Below: a building so huge its
far wall was a rumor.



It's a RIVER of boxes!

A young logistics chief
waved from a forklift.
"I'm June. I keep the
shelves full. ALL of
them."



Best. Job. EVER.

June caught a price tag
mid-air and made it
giant. A number. And a
fence of fat-and-thin
stripes.



The stripes are
the SECRET?

The stripes are a
NAME.

★ WORTH REMEMBERING

Every kind of thing in the store wears its own stripe-fence — a name written for machines. And the moment machines can read names, they can COUNT. Hold that thought: counting is about to run the whole show.

📖 SIRI'S SECRET NOTEBOOK

The store's engine room = a box river the size of a town 📦 The stripes on my tag are a NAME machines can read. Why do machines need names?!

THE STRIPES THAT TALK TO LIGHT

3a The code: numbers wearing stripes

"Fat bar, thin bar, space.
Each digit of the name
wears its own stripe
costume."



It's a costume for
NUMBERS!

"At checkout, a red eye
sweeps the stripes. White
bounces its light back.
Black swallows it."



The stripes **BLINK**
back!

★ WORTH REMEMBERING

A scanner is just **light and echo**: a bounce means white, silence means black, and the blinks spell digits. The last digit is a guard — a check number that catches misreads instantly. That's why the beep sounds so sure of itself. 🔦

"Now the real magic. That beep isn't a price. It's a SUBTRACTION."



The store is COUNTING?

Every single beep. Minus one.

★ WORTH REMEMBERING

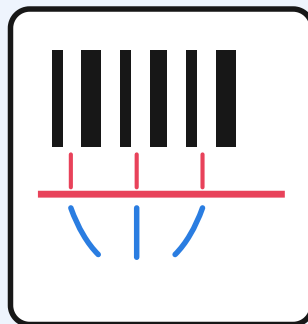
The beep tells a computer: one cereal box just left shelf twelve. The store knows its shelves the way you know your own pockets. And a store that can count... can PREDICT.



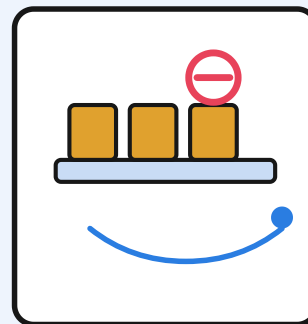
HOW THE TAG TALKS TO THE STORE



THE STRIPES
numbers in bars



THE RED EYE
white bounces



THE COUNT
minus one, beep



SIRI'S SECRET NOTEBOOK

- ① Stripes = digits in costume; a red eye reads them by bounce-or-swallow 🔦
- ② The last digit is a GUARD against mistakes
- ③ Every beep = MINUS ONE. The store counts itself all day!

THE SHELF THAT REFILLS ITSELF

Above every shelf, June showed her a glowing tally. Beep downstairs — the tally ticked down.

One count dipped low. Instantly a spark leapt from the store, racing toward a distant warehouse.

Nobody even pressed a button!

At the warehouse: trucks docked on one side, trucks left on the other. Boxes glided straight through.

The shelves have SCOREBOARDS!

The boxes never SLEEP here?

Sleeping boxes cost money.

★ WORTH REMEMBERING

It's called **cross-docking**: goods roll in from factories, slide across the building, and roll out toward stores — often without ever sitting on a warehouse shelf. Boxes that keep moving need less space, less time, less money. Speed, it turns out, is a kind of thrift. 🚚

📖 SIRI'S SECRET NOTEBOOK

- ① Every shelf has a live COUNT 📊
- ② Low count → an order flies out BY ITSELF
- ③ Cross-docking: boxes slide through, never nap. Moving boxes are cheap boxes!

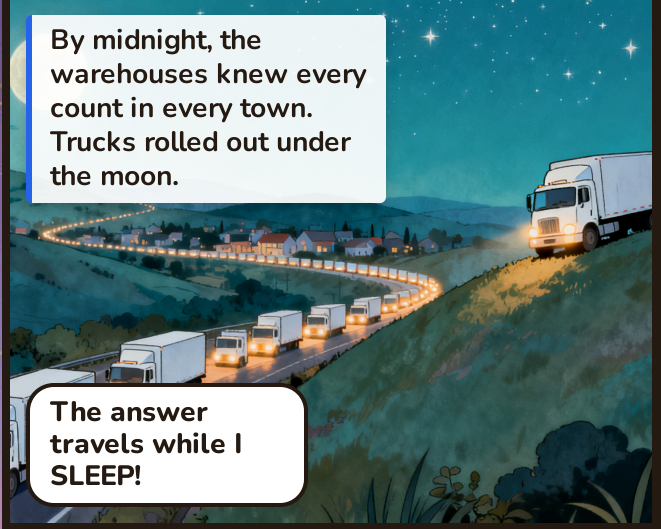
THE WHISPER TO THE SKY

Evening. Behind every store, a dish tilted up — and whispered the day's beeps to a satellite.



The stores talk to SPACE?!

By midnight, the warehouses knew every count in every town. Trucks rolled out under the moon.



The answer travels while I SLEEP!

Driver. Shelf-stocker. Farmer. Toy-maker. Data-checker. Cashier. Each shrugged: "I only do my small part."



But nobody runs the WHOLE thing?!

★ WORTH REMEMBERING

Decades ago this store built its own satellite network, so every till could talk to every warehouse the same night. Nobody on Earth keeps a million shelves full alone. Thousands of trucks, tens of thousands of farms and factories — and one great count conducting them all. 🚚

📖 SIRI'S SECRET NOTEBOOK

Beeps → satellite → warehouse → midnight trucks → full shelf by DAWN 🌅 And no single person runs any of it. Who's the CONDUCTOR? 🎵

WHY THE WORLD SAYS YES

June balanced a seesaw:
one hammer sold dearly...
or a mountain of hammers,
each earning a penny.



Pennies BEAT the
big price?!

She unveiled a great
wheel: lower prices →
more shoppers → bigger
orders → cheaper goods...



The wheel pushes
ITSELF!

★ WORTH REMEMBERING

The discount secret: sell for less, sell far more, and pennies out-earn fat prices. Then the flywheel: cheaper prices bring shoppers, more shoppers mean bigger orders, bigger orders make everything cheaper still. A rival can copy one price for a week — copying the wheel takes decades. 🧙‍♀️

📖 SIRI'S SECRET NOTEBOOK

Penny profits × mountains of stuff = the win 💰 The FLYWHEEL: low price → crowds → big orders → lower cost → lower price. Round and round. Grandpa's rule: find the wheel that spins itself.

THE STOREKEEPER WHO SOLD FOR LESS

Above a plain brick headquarters glowed a golden spark. Siri knew the name under it. Everyone does.

WALMART! The store that never runs out!

"It started with Sam Walton — a small-town storekeeper with one stubborn idea: sell for LESS."

One idea. That's IT?

"He flew a tiny plane over little towns, counting cars, hunting the next perfect corner."

He scouted from the SKY!

"Big rivals ignored little towns. Sam filled them — then put warehouses at the center of store-rings."

He built backwards — warehouse FIRST!

★ WORTH REMEMBERING

Sam's twist on the treasure map: put the **WAREHOUSE** at the center, then ring it with stores a day's drive away. Rivals saw empty countryside; he saw a wheel with a hub. And every penny saved on moving boxes became a lower number on the tag.



THE STORY IN TIME

1945

Young Sam Walton runs his first small-town variety store — and starts obsessing over lower prices.

1950

Walton's 5-10 opens in Bentonville, Arkansas — the little shop before the giant.

1962

The first Walmart opens in Rogers, Arkansas: everyday things, sold for less.

1970

Walmart builds its first giant warehouse — and rings it with stores a day's drive away.

1983

Sam's Club opens its doors for bulk buyers.

1987

A private satellite network links every store to home base — from space.

1988

The first Supercenter adds groceries: one stop for nearly everything.

Today

The biggest retailer on Earth — most American families live minutes from its shelves. ✨

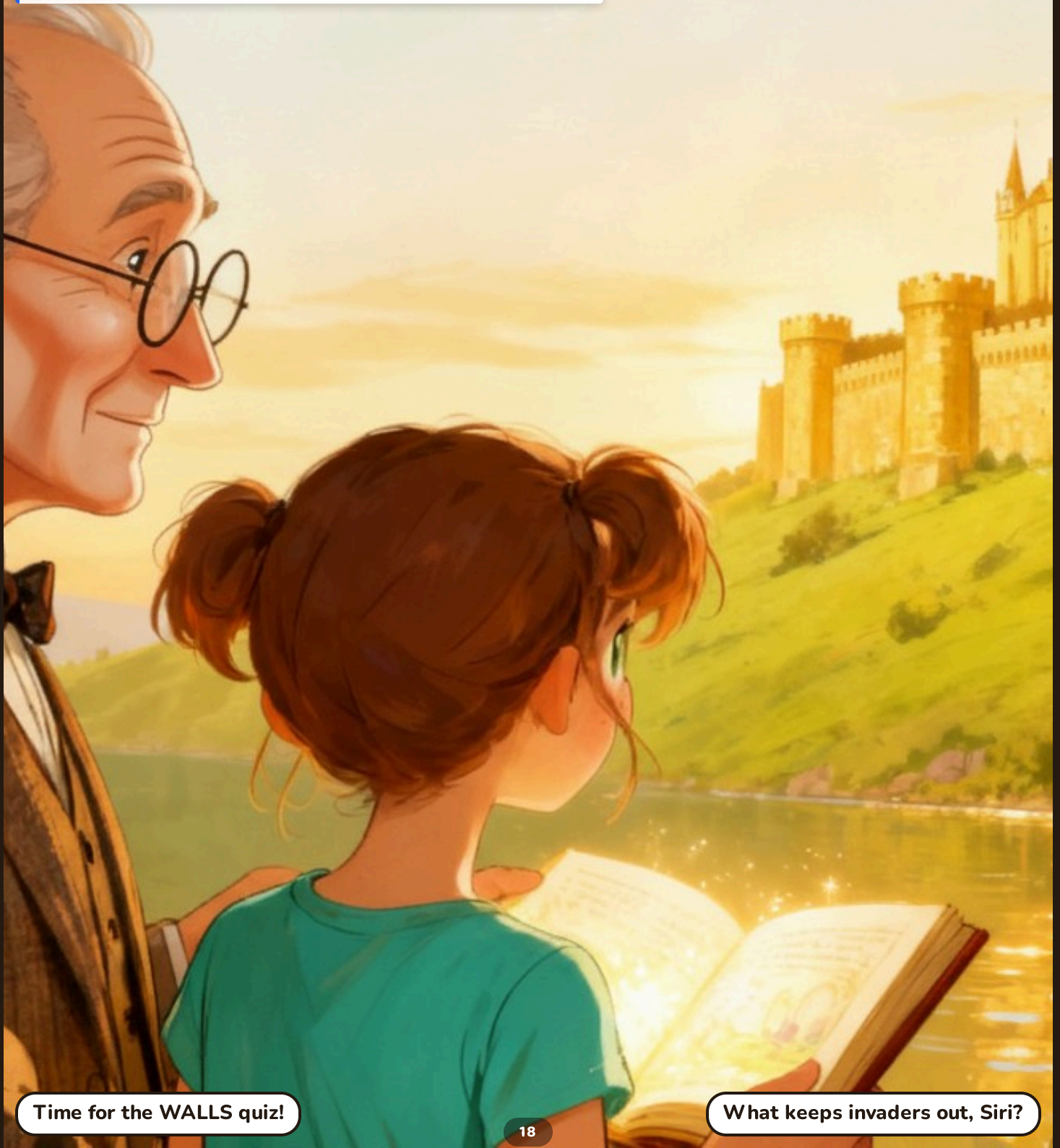


SIRI'S SECRET NOTEBOOK

WALMART = Sam Walton's one stubborn idea,
compounded for sixty years 🏷️ Little towns →
warehouse-first rings → satellite → groceries.
He didn't invent the stuff — he perfected the
FLOW. ✨

THE CASTLE OF FULL SHELVES

A warm glow. A smell of cherry cola. Warren and Charlie stood before a shining castle.



Time for the WALLS quiz!

What keeps invaders out, Siri?



THE CASTLE WALLS • WHY RIVALS CAN'T COPY IT



Wall One: The Flywheel

Low prices bring crowds; crowds bring buying power; buying power lowers prices again. The wheel has spun for sixty years. A newcomer starts pushing a wheel that won't budge.



Wall Two: The Box River

Warehouses a day's drive from every store, a fleet of trucks, a count that never blinks. Decades of practice — the hardest homework in retail.



Wall Three: The Price Promise

Everyday low prices — no games, no waiting for sales. Families plan their week around that trust. Break it once and the crowds drift away.



Wall Four: Everywhere

A store minutes from most of America's front doors. The land is bought, the roads are built. Rivals can't un-build that head start.



The Cracks in the Walls

A rival that ships boxes straight to doorsteps. Penny profits with no room for sloppiness. Millions of workers who must stay proud. And rule-makers watching every giant. Castles need defending — daily.

Charlie tapped his glasses. "Don't ask how to WIN. Ask what would DESTROY it. **Invert, always invert.**"



Find the ways to lose... then don't!

★ WORTH REMEMBERING

Charlie's checklist for ruining this castle: let costs creep, let shelves sit empty, play pricing games, treat the people badly, sneer at new ways to shop. Now — just never do those. Worry, turned into a to-do list.

Warren raised his cola. "Sam gave his savings to customers. They built his castle. I watched, and dithered."



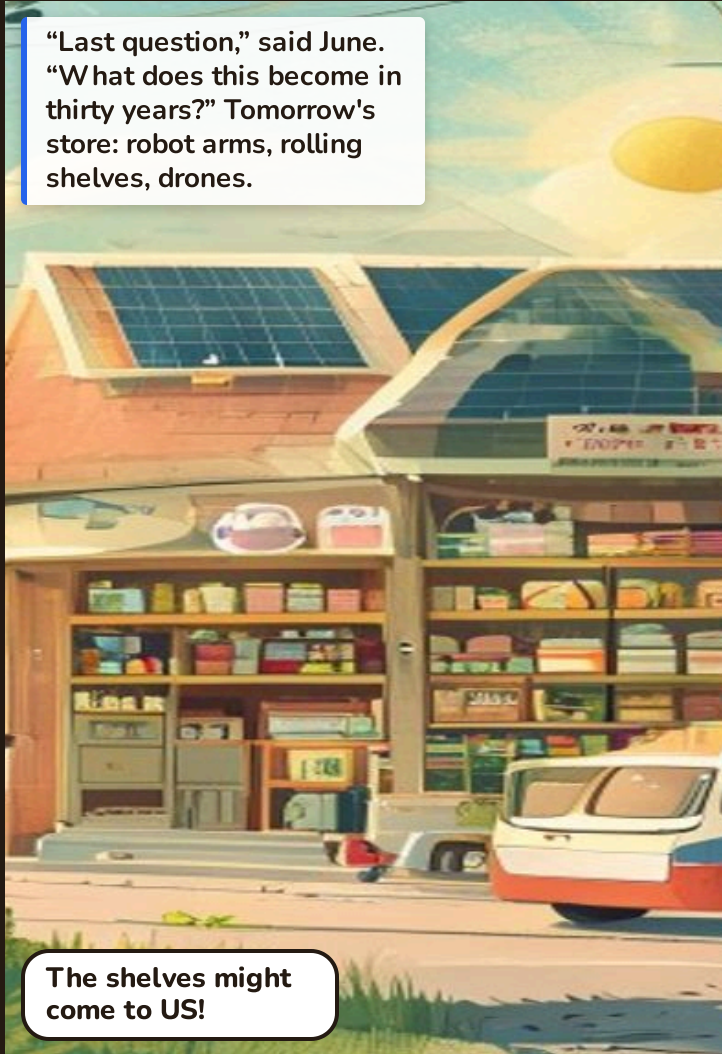
The treasure is the SAVINGS machine!

SIRI'S SECRET NOTEBOOK

Walls: flywheel 🎡 box river 🚚 price promise 🤝 everywhere 📌 . Cracks: doorstep boxes, penny margins, proud people, watchful rule-makers.
Charlie: INVERT. Warren: the best moat = savings handed back. 🏰

THE NEXT THIRTY YEARS

"Last question," said June.
"What does this become in
thirty years?" Tomorrow's
store: robot arms, rolling
shelves, drones.



The shelves might
come to US!

On a rooftop at dusk, Siri
thought it through the way
Grandpa taught her.



Bet on the **NEED**,
not the shelf.

★ WORTH REMEMBERING

The deep currents: robots picking in the dark, groceries arriving before you ask, stores becoming little warehouses, AI guessing tomorrow's count. Shapes change — but families will always need everyday things, nearby and cheap. The winner keeps the **price promise** while the shape changes. 🧙‍♂️

📖 SIRI'S SECRET NOTEBOOK

2056 watchlist: dark warehouses, doorstep groceries, stores = mini-warehouses, AI counters. Rule: bet on needs, not shapes. (The tag may go digital. The promise can't.)

COMING HOME

Her own bed. Morning. The compass: quiet. The house: somehow different.

Was it real? It FELT real...

One fresh line dried on the diary's glowing page.

"Millions of ordinary people, doing small hard things."

At breakfast, the little tag sat on her notebook beside the milk. Stripes. Counts. Satellites. Midnight trucks.

You're a whole orchestra in one tag.

She hugged the diary tight. Somewhere far away, a river of boxes rolled on through the night.

Show me the next one, Grandpa. ♡

★ WORTH REMEMBERING

Next shelf you pass, feel it: a red eye counting, a warehouse listening, a truck already rolling through the dark so tomorrow's shelf is full before you wake. A price tag is no longer just a price tag. **Nothing, from now on, is just anything.**



SIRI'S SECRET NOTEBOOK · WHAT I LEARNED

- ① Stripes = names machines read with light.
- ② Every beep = minus one.
- ③ Low counts order all by themselves.
- ④ Boxes that never sleep are cheap boxes.
- ⑤ Penny profits $\times$ mountains = the win.
- ⑥ The flywheel spins itself.
- ⑦ Invert! And hand the savings back. 



OUR PHILOSOPHY

We believe the greatest gift we can give a child is the ability to think.

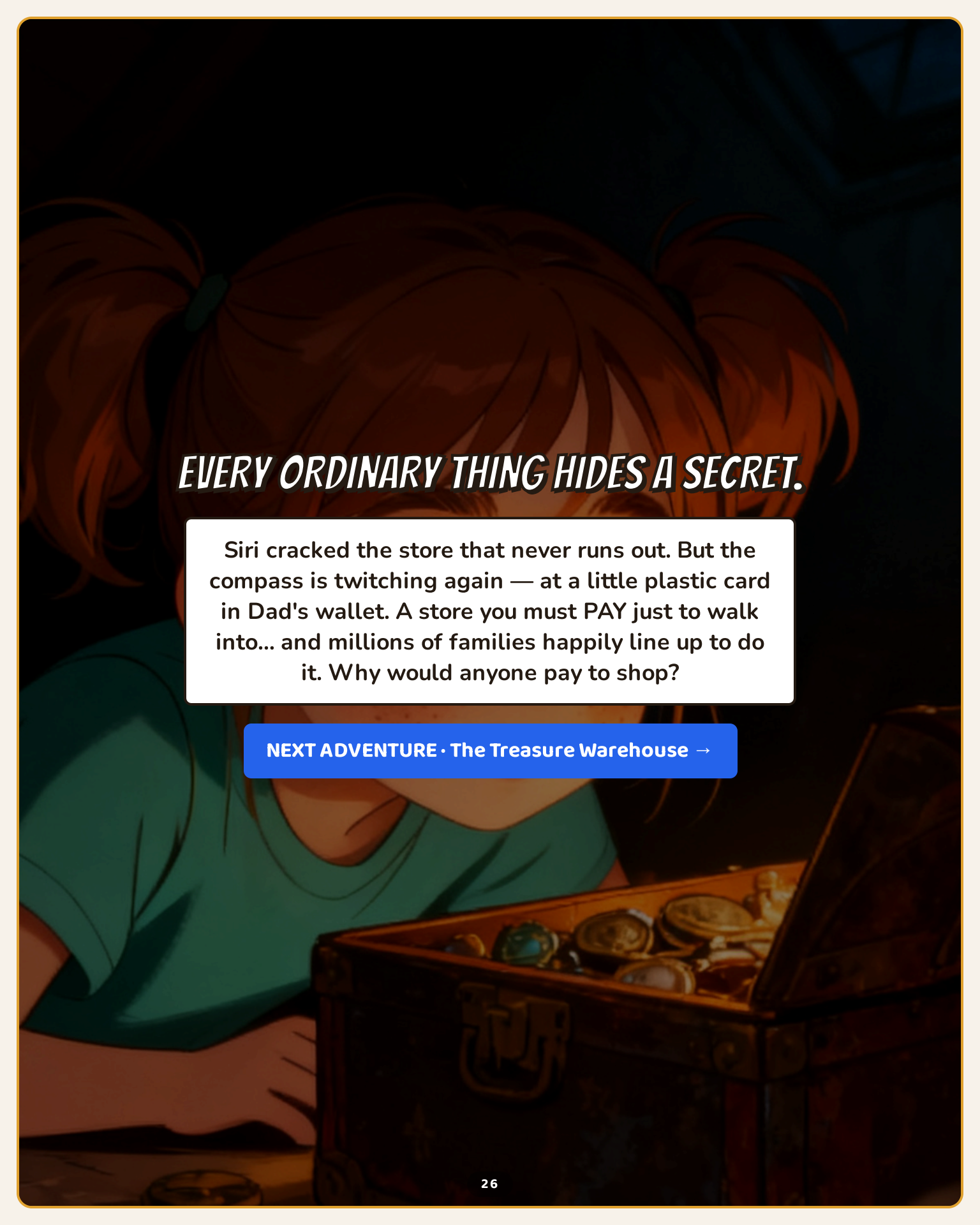
Inspired by the multidisciplinary thinking of [Charlie Munger](#) and the rational, long-term philosophy of [Warren Buffett](#), our comics connect science, technology, business, history, and human behavior to show how the real world works.

Every story begins with a scientific idea and follows its journey into innovation, industry, and the businesses that create value for society. Along the way, children learn that great companies are built on curiosity, experimentation, integrity, and long-term thinking.

Our goal is not to teach children how to invest, but to help them build the mental models needed to understand the world, ask better questions, and think independently.

The companies featured in *The Great Company Adventures* are educational case studies—not investment recommendations. They show how knowledge, innovation, and perseverance turn ideas into products, services, and enduring businesses.

LEARN THE SCIENCE. • UNDERSTAND THE BUSINESS. • THINK FOR LIFE.

An illustration of a young girl with brown hair in pigtails, wearing a green shirt, looking down into an open wooden treasure chest filled with gold coins and jewels. The scene is dimly lit, with a dark background.

EVERY ORDINARY THING HIDES A SECRET.

Siri cracked the store that never runs out. But the compass is twitching again — at a little plastic card in Dad's wallet. A store you must PAY just to walk into... and millions of families happily line up to do it. Why would anyone pay to shop?

NEXT ADVENTURE • The Treasure Warehouse →