The American Way – A New Direction

By Randall Austin

Short Story

(A note from the author – The first part of ‘The American Way’ was a stand-alone piece, and I had no
intention of it being a multi-part story.

This installment of ‘The American Way’; ‘The American Way - Eating Apples’ continues with the themes and events developed in the first part.  It too can stand alone.

The next installment of ‘The American Way’; ‘The American Way – A New Direction’ continues with the themes and events developed in the first part.  It too can stand alone.

The next installment of ‘The American Way’; ‘The American Way – Processing Day Hassles’ continues with the themes and events developed in the first part.  It too can stand alone.

The last installment of ‘The American Way’; ‘The American Way – Genius’ continues with the themes and events developed in the first part.  It too can stand alone.)

This story is erotic fiction meant for mature readers and should only be read by adults over the age of eighteen years old. Please do not use my stories without my permission and please forward all comments to randallaustin2011@hotmail.com

Randall Austin’s Archive Group: <http://groups.yahoo.com/group/Randall_Austin_Stories>

Bill Levertson - Sherman, Lawson, and Stingle Imports
Marketing Director; stood confidently in front of the
roomful of 384 seated social servants in training.  He
looked at them smiling, waiting for the talking to
quiet down.

About the perimeters of the room stood 65 Sherman,
Lawson, and Stingle ‘docents’.  That is what they were
called, and it is what the majority of servants in
training at Sherman, Lawson, and Stingle believed they
were, for they were the guys who showed the new
servants the ropes of the training facility; told them
what was expected; convinced them it was cool to be a
servant; informed them that it was ‘the decent thing
to do’ to follow every command unhesitatingly; spoke
to each servant as if he were their best buddy.

In reality the docents were typical overseers such as
one would find at any servant training facility.  But
Sherman, Lawson, and Stingle Imports was a classy
place, and the docents were a class act who certainly
didn’t look like overseers.  They were educated, well
groomed, and dressed in the natty dress slacks and
jacket uniform of the Sherman, Lawson, and Stingle
docents.  But completely concealed from view in the
folds of their dress jackets were all of the emergency
control devices every overseer in every training
facility throughout North America carried on his
person at all times.

Bill Levertson cleared his throat, “Gentlemen.  Thank
you for your attention.  You are a special group of
men.  As you know, this facility currently has almost
4000 servants in training.  You gentlemen are unique
in that you are Sherman, Lawson, and Stingle’s current
crop of voluntary indentees.  You have all opted to
have yourselves indentured for varying reasons; but
the majority of you are here because of financial
troubles: debt, bankruptcy, and/or alimony
requirements.  Self-indenturement is, simply, one of
the noblest things we as citizens can elect to do.”

“The fact that you are here proves that you are all
intelligent and responsible citizens.  The
indenturement program has proven itself to be the most
efficacious system currently in place for getting out
of debt.  You all have wisely availed yourself of the
indenturement option, and such a wise decision only
confirms the fact that all of you are indeed well
educated.”

Bill looked at the floor, wiped his hand across his
mouth, and continued. “I’ve had the great opportunity
of talking to a lot of you and getting to know some of
you quite well as individuals.  Indeed, that is one of
the great rewards of my job; that I get to meet so
many wonderful, selfless individuals who have such a
standard of justice and fair play that they would
rather work off their debts through one of the
accelerated labor programs that indenturement provides
rather than run from their creditors.  You are all, in
short, admirable men!”

The entire room of servants was smiling.  Bill paused
as he took in the sea of smiling servant faces.  “You
have all been accepted into Sherman, Lawson, and
Stingle Imports servant training program for two
reasons; you are well educated and you are attractive
men.  And those two facts you all were doubtless aware
of when you considered your indenturement options.
You could have, for example, gone through the state
social services system, or set yourself up with some
other brokerage firm.  But you chose Sherman, Lawson,
and Stingle Imports to handle and process your
indenturement.  It was a smart decision, I assure
you.”

“Sherman, Lawson, and Stingle Imports prides itself on
being on the cutting edge of all developments in the
world of social servitude.  Indeed, Sherman, Lawson,
and Stingle Imports, we believe, has been instrumental
in molding much that is admirable in this country’s
fair treatment of servants by setting a standard of
integrity that others have followed; if only to
remain competitive.”

“And now, once again, Sherman, Lawson, and Stingle
Imports finds itself at the forefront of social
development.  A new direction!  Gentlemen, I am
pleased to announce that we have decided to enlist new
marketing procedures to ensure that your eventual
purchase and employment provide the highest level of
satisfaction possible, both for yourselves and your
future owners.”

The servants’ smiles did not abate, nor did the
conviction with which Bill delivered his talk to the
servants he was in charge of marketing.  “Starting
today we are implementing a new approach to servant
marketing which we call, ‘Able, Ringed, and Proud’.”

“While most of the ‘Able, Ringed, and Proud’ program
won’t affect you; most of it all has to do with our
promotional procedures; there are a few changes that
will be made from what you are used to.  The biggest
change will be that we are going to be piercing and
ringing your body in seven places.”

There were confused and/or questioning looks on the
servant’s faces.  Bill noticed and nodded in
assurance, “Nothing to worry about.  As per your
contract, no permanent body modifications are allowed.
There’s a strong likelihood that your owners will not
maintain some or all of your rings.  But starting
today we will be ringing our entire line in both ears,
both nipples, the navel, nose, penis head.”
The room quickly was abuzz with chatter. “Gentlemen, I
would remind you that all the ringing we will be doing
are listed as ‘benign’ procedures.  That means they
are performed with anesthetic; are at low risk for
health complications; are easily and rapidly
accomplished; and can easily and rapidly be undone.”

“Again, gentlemen, the ringing operation will enable
us to more accurately pinpoint an ideal positioning
for each and every one of you.”

The chattering quieted down as Bill convinced them
that by submitting to ringing, it would help Sherman,
Lawson, and Stingle Imports find the best owner match
for them.  How that would accomplish such an objective
no one asked, because Bill quickly flashed an even wider
smile and continued, “The other change that will
affect you is that from now on we will be a nude-only
showroom.”

There was silence from the shock of the announcement.
Bill continued, “Most of you have either completed or
are well into your classes on display room protocol.
Nothing is really going to change.  When you are on
display in the showroom, you will still cycle through
your 28 showroom poses, holding each pose for 30
seconds before moving on to the next pose.  The only
difference is that you will now be nude as you pose in
the showroom.”

A servant voice called out, “This is unacceptable, and
is against what was discussed in my interview.”

Bill responded, “If you will check your contract,
which should be in your belongings drawer in your dorm
suites, you will note that the contract does state
that handling terms and conditions are subject to
change if required by market forces.”

Another servant voice called out, “This is
underhanded.”

Bill tried to humor the group, “Oh come on now,
gentlemen.  This is hardly going to change anything
you’re used to.”

A fast talking servant asked, “What is the real reason
behind the rings and the nudity?”

“Sherman, Lawson, and Stingle Imports has decided that
ringing is in keeping with the image people want of
servants.  And if you aren’t nude, how are our
customers going to see your rings?”  Bill could sense
the servants didn’t like his answer, so he quickly
deflected, “The rings, by the way come in gold and
platinum, as well as the basic steel.”

A voice asked, “Are we just nude on the showroom
floor?”

Bill answered with a serious tone, “No.  It is
important that nudity be full time to reinforce the
image we envision for servants; and to help instill
within each of you the import of that vision.”

Another voice from the servants asked, “What about
family visitation?”

Bill remained serious, concerned about rising anger,
“Yes.  Nudity at all times.”

There was much grumbling, and an angry voice called
out, “This is an outrage.  I am a Christian and it is
against my beliefs to appear naked in front of my
daughters.”

Bill responded firmly, “While Sherman, Lawson, and
Stingle Imports cannot cater to all the beliefs of
its property; we nevertheless are willing to
accommodate you.  We can have you seated behind a
draped table during visitation hours.”

The noise grew in the room.  The docents looked to
Bill to see if they should respond.  Bill raised a
hand to signal them to remain calm and show no
concern.  When the noise did not quiet down, Bill called
out, “Gentlemen, I must ask you for silence.  There is
no need to be upset.”

Shouted questions and curses came from the servants,
but Bill couldn’t respond because he really could not
make the questions out for the din.  He called again
for silence.

Some of the 384 stood from their seats, and started to
walk out in protest.  Bill called out, “Gentlemen.  I
did not say you could leave.  I must ask all of you to
return to your seats and remain calm and quiet.”

When some of the servants continued to make their way
to the exits, Bill pointed to the docents, and nodded
for them to do what they had to do in order to keep
the men calm and in the room.  Several docents each
approached each of the seven men who were intent on
walking out.  The docents spoke to the men and
convinced two of them to return to their seats.  The
remaining five walked past the docents, and the
docents swung into action.  They discretely pulled out
their tasers and zapped the renegades with their
tasers highest setting.

Using the high setting is standard procedure for
quelling a potential riot.  What is desired from the
high setting is to set severe examples for the
protesters.  The high setting insures not only a full
disabling of the defiant ones, but the loud screams
the high setting elicits effectively contribute to the
desired deterrent effect of the tasers.

The five tased men effectively set an example for the
rest of the servants.  All 379 of the young, well
educated, handsome, and fit, men in Sherman, Lawson,
and Stingle Imports training program sat back down in
their seats and were silent.

Most of them were seeing for the first time the
harsher face of servitude.  As the docents helped the
tased men to recover, Bill spoke. “Our first concern
is for you, the servants.  It has always been so, and
will continue to be the case.  I can understand why
some of you were initially upset.  But I’m sure you
can see that the so called changes are not really very
big changes at all.”

The roomful of servants behaved themselves and were
silent.  Several of them were red in the face from
embarrassment at their situation; at how the group
had to be tased into submission like herd animals.  It
was a lesson, frankly, Bill was glad to see them
getting, for he knew it was one they would have to get
sooner or later in their training.  At least they all
now had a better grasp of the power structure among
the world of servants.

Bill continued, “Gentlemen.  I’m going to ask you all
to return to your dorm suites.  We will be calling you
out a little later in the day in groups of 30 to begin
your processing.  You will then be permanently
disrobed.  Then you will be strapped to a procedure
table and the technicians will emplace all of your
rings.  That way all of your piercings and ringing
will be over within 15 minutes.  Are there any
questions?

Some sobbing could be heard; but there were no
questions.

The End

For more of Randall Austin Stories, Please visit the Randall Austin Archive Group. While it does not yet contain all of Randall’s stories [it will eventually], it gathers the stories in one convenient location.

<http://groups.yahoo.com/group/Randall_Austin_Stories>