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](mailto: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.

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