

Caulfield, Inc.

A few centuries in the future, right here on earth...

Jimmy got up to his alarm clock, which had gentle constant ring that stimulated a gland in your brain to wake you up instead of the old kind which just aggravated you until you woke up. He took his nourishment pills, which were pink and orange this morning and tasted like fruit smoothie and pumpkin pie. He got on to the morning conveyor belt, which washed him, brushed his teeth, made his hairdo (which was a sort of Elvis Mohawk that was dyed periwinkle, his favorite color), dressed him in his custom-made, neon, tie-dye vest and his swimming-trunk like pants that were bright purple, and then put in his contacts, one a tigers eye and the other a hypnotic spiral that actually spiraled. Jimmy grabbed his ELC (electronic learning chip) and ran out of his automatically opening door, which shouted at him, "Caulfield Inc. wishes you a nice day." He preferred to take the subcoaster to school, which was a subway that ran along a rollercoaster like track. He got on the Caulfield Inc. subcoaster and he saw no one he knew this morning. Everyone on board was dressed in a completely unique way. One person wore gray business suit; another had contorted clown costume on. One person wore a traffic cone on his head and absolutely nothing else. The traffic cone had Caulfield Inc. written on it. If you walked into that car, you'd have thought they were a tribe from a desert island trying to fit in at New York. However, Jimmy was not the least bit surprised by the spectacle. In fact, he seemed to enjoy it (this is not that surprising when you remember his periwinkle Elvishawk).

Once at school, Jimmy hooked up with his friend Mark.

"Whatsup, dork," Jimmy asked cheerfully

(Dork- n. 1. slang for "a different person", used as a sign of affection. syn. nerd)

“The sky, nerd,” Mark replied with a playful punch on the shoulder, “Whaddo we got today.”

“History n’ Social Skills,” Jimmy said.

“Rye,” Mark exclaimed in the same way a hippie says “word”.

(Rye- adj. 1. slang for “nice” or “awesome”)

The two went in to school and down the main hallway, which was alternately windy and strait. They arrived at the door to their history classroom, which was plum shaped, and entered. Their teacher, Mr. Ravsingoli, greeted them cheerfully. The class started with another ring, this one to stimulate your mind to get started. The class logged into their Mindwanters, each with the Caulfield Inc. trademark on it, a world with kids holding hands with each kid dressed differently and with a different hairdo. The Mindwanters analyzed their minds to see the best way for them to learn the lesson today. Immediately, the class began to learn. Some kids had headphones pop up on their ears. Some had little personal movies for them to watch and learn from. Some were zoomed into groups and immediately began working on a group project. Jimmy was in the group that remained and listened to Mr. Ravsingoli lecture.

“Today we will be learning about the history of Caulfield Inc.,” Mr. Ravsingoli began, “Now I know you all already know all of this but think of it as a review. Curriculum requires that I teach this to you now. Now, as we all know, Caulfield Inc. is the most prominent, powerful cooperation in today’s society. It has pretty much a monopoly on all products and exports in North America, South America, Europe, Antarctica, the moon colonies, and most of Asia. However, Caulfield Inc. doesn’t take advantage of its monopoly. It’s sole interest is to expand its influences to all peoples. It’s making significant progress in the rest of Asia, India, and North Africa. South Africa and Australia are the only lands putting up a struggle against it.

The governments there are still, after all these years, trying to keep people and things from becoming too different.

‘As we all know, Caulfield Inc. was originally a company that made and sold children’s books. Holden Caulfield I started it to spread a children’s book he wrote called *A Catcher in the Rye*. It was a book about a man who saved the children from running through the field of rye into the pit of “the same”, where everyone tried to be, well, the same. It was a sad world in the pit. Up in the field, the children were all different and did whatever they wanted. The main theme of the story was to be true to yourself and avoid falling into the trap of phoniness.’”

(Phoniness- v. 1. trying to be the same as everyone else. 2. n. the downfall of society. 3. n. apocalypse.)

“Holden’s book was an immediate hit. Children everywhere connected with his book. Kids were happier. The social environment was more pleasant. Holden I had more money than he knew what to do with. He started Caulfield Inc. to spread his books and he wrote more of them, all with the common theme of being true to yourself. As Caulfield Inc. grew, so did the first generation of children who grew up with *A Catcher in the Rye*. As they entered high school, teachers noticed something about the students. There seemed to be no fads or trends, except to be as different as possible. It became stranger and stranger, with the most radical outfits and hobbies. What was stranger was that no one was put down. All of the kids accepted and praised each other. The classroom environment was amazing. Nearly all students graduated with top honors and all of them went to college. They had no dropouts and they were the first generation with a zero percent suicide rate. Experts attributed all of this to Holden’s book, which boosted sales even higher. Caulfield Inc. began to invest in ways to help people become more different. Holden’s son was among these students. Holden Caulfield II was a genius. He looked for a new

way to find out what people personal interests were so that he could address their personal needs. He tried to create a device that somehow found out how to make someone different in a way that perfectly matched his or her character. After 30 years of experimenting, he found it. The Mindwanter was the perfect device. It analyzed the human brain to find out exactly what it was thinking and then, using what it found, created a model of what the person wanted to be different. It basically told you what your unique style was. It was another immediate hit. People everywhere used it to find out what they wanted and Caulfield Inc. then made it. Caulfield Inc. got the patent on everything it made. It also out bought every other industry and completed its monopoly in America. It sold everything at a low price affordable to even the poorest person. It used most of its profit to spread its influence and the rest was donated to charity. Even today, Caulfield Inc. is a purely non-profit company because it donates so much to the poor.”

Mr. Ravsingoli coughed and continued, “The problem was that other countries didn’t accept Caulfield products. They seemed untrustworthy and were viewed similar to some kind of new American drug. They people trying to be different were viewed as American freaks. However, America now had the best educational system in the world. It had the smartest people who never fought. Even our politics were civilized. Our system began to work perfectly and soon, we were the most powerful country in the world, solely because we got along. Caulfield Inc.’s influence grew into Canada and Mexico. Then it jumped over into Europe and expanded some more. It’s been expanding since then to this day. It’s been a slow, painstaking process because people are reluctant to accept the technology. They believe it’s a brainwashing cult by wealthy American aristocrats. Of course, that’s not true. For three hundred years now, no one that uses Caulfield products has fought another person and no country has declared war against

another. Caulfield Inc. has changed our society so much. Our lives rotate around it. And it all began with on man trying to help children. Thank you, class dismissed”

The class was dismissed. Jimmy and Mark finished their day at school and went home. Jimmy went through his night conveyor belt and went to bed in his tree house in the tree in his room. And somewhere, Holden XI was thinking of his ancestor, Holden I and how he created his family legacy by trying to help someone.