

# MIDWEST



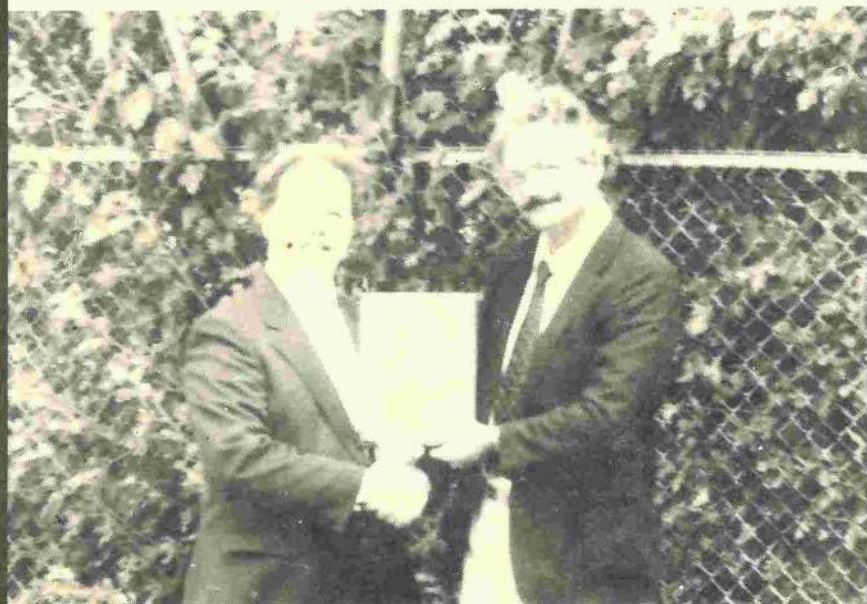
## WARGAMER'S ASSOCIATION NEWSLETTER

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A NEWSLETTER FOR THE HISTORICAL MINIATURES WARGAMER

DUKE SEIFRIED - 1989 HONOREE

TWO COMPLETE RULES SETS

TEXAS WAR OF INDEPENDENCE & WWII RULES

EIGHT EXTRA PAGES

CHARLES ROBERTS AWARD

BEST AMATEUR ADVENTURE GAMING MAGAZINE 1986



MWAN TRIBUTE TO DUKE SEIFRIED - BY HAL THINGLUM

As the majority of MWANer's are aware, I have, for the last three years, selected one individual who I feel, as well as others, has made a significant contribution to the hobby of historical miniatures wargaming. Donald Featherstone was the first recipient in 1986, followed by Fred Vietmeyer in 1987, and Jack Scruby in 1988. Few would dispute the efforts of these three men and this year's selection, "Duke" Seifried, falls into the same category. In sitting down to write this, I find myself in an unusual situation, as regards this award, as for the first time ever, I personally know the individual receiving this recognition. I have since made Donald Featherstone's acquaintance though this occurred in 1988 after he received the award and I have never had the chance to meet Fred Vietmeyer nor Jack Scruby. When I wrote this column for Don, Fred, and Jack, I was writing merely from what I had heard of, or read of them, though it must be admitted that in Donald's case, I felt I knew him quite well via reading WARGAMER'S NEWSLETTER for many years. For this reason, I find myself with a great deal of information regarding Duke and, if you know Duke, as many of you do, you will have some appreciation for the task in front of me.

I first saw, not met, Duke sometime in the middle to late 70's at a wargaming convention in Chicago. This was sometime after the "wedding" between Duke's CUSTOM CAST company and a Texas firm producing HINCHLIFFE which resulted in the offspring of HERITAGE, a much publicized merger which many felt would turn the world of historical miniatures wargaming on it's ear. Wandering about the convention hall observing the games, I headed toward the dealer's area. My attention was immediately drawn to a semi-bearded individual seated at a series of tables surrounded by bottles of paint, half-painted figures, and two by two foot terrain squares as well as about a dozen onlookers. I quietly took a spot well away from his front and observed what was going on while I drooled over the terrain squares (\$15.00 each, which dampened my spirits somewhat). If I recall correctly, this gentleman was wearing a three-piece suit, minus the coat, and kept up a constant stream of conversation with onlookers concerning his painting technique as his brush danced merrily across figure after figure. My immediate reaction to this situation was that surely I had ventured upon a veg-a-matic presentation! I then knew that this must be the "fabled" "Duke" Seifried though I, in my innocence, wondered what the hell "the" major hobby personality in this country was doing at a relatively small convention "hawking" every aspect of the hobby. After the crowd dissolved I asked him a few questions concerning the terrain squares but did not pursue any further conversation feeling, through no fault of Duke's, that Mr. Seifried must have better things to do than to sit around and talk with a hobby participant. Anyway, the "veg-a-matic" type approach left me feeling a bit uncomfortable in some unexplainable manner. Looking back on it now, I rather suspect that my initial exposure to Duke, and even perhaps my rather quickly drawn impression, was not dissimilar from that of many others, perhaps thousands, of wargamers. This, in itself, I suspect could be in large part somewhat responsible for the Duke "mystique" through-out the hobby.

For a number of years, I didn't venture beyond those initial impressions concerning Duke. It seemed as though everyone knew of him and had opinions - some of them quite strong - about him. As I became more involved in the hobby, Duke seemed to quietly drop out of sight. I'd hear accounts of what he was doing from time to time after HERITAGE died a noisy death - "Oh, Duke's at TSR now, some kind of Vice-President there"; "Heard that Duke's in charge at TSR after a power struggle"; "I guess he's somewhere in Wisconsin though not involved in the hobby any longer." Knowing little of the political situation at TSR and being even less interested in such though I had the idea that there must be some "strange" goings-on there, I did not feel it was unusual in any way for Duke to be associated with TSR. I did however, for some unknown reason, from time to time wonder what Duke was



doing in life. Then, perhaps three years or so ago at a LITTLE WARS convention, there was Duke again, this time running a beautiful Sudan game on a sand table. On the table sat the most impressive Sudan fort I'd ever seen with hundreds of figures and all sorts of reference play charts. I had no difficulty picking Duke out though he had aged and seemed quite a bit less animated in nature. Absent was the "veg-a-matic" approach and in place was a "laided-back" type of approach and it appeared as though he was enjoying himself. Tony Adams was a participant in Duke's game and after talking to him for awhile, Tony introduced me to "the" Duke. Duke was very cordial and related how much he enjoyed MWAN, having been a "silent" subscriber for some time and I was struck by his warmth and sincerity. We had a most pleasant conversation; he invited me to game at his place in Wisconsin; and we parted company.

Just as Duke had been in my thoughts at times over the years, he continued to invade my mind. I had many questions about Duke: I suspected he had done a great many things in the hobby, but, for the most part as far as I knew, they remained "things" as they were undefined; I knew Duke had spent a great deal of time "on the road" selling the hobby and I wondered as to his thoughts concerning if those years were worthwhile for him; to me, Duke seemed to make the "jump" from historical miniatures wargaming to fantasy when that "rebellion" took place and I wondered about the mechanics of that move; lastly, and most important of all, as far as I was concerned, was I wondered if he felt any degree of "bitterness" regarding all of his efforts, time, and energy expended towards attempting to make our hobby equal to model railroading in this country. It was at this time that I thought Duke would make an ideal candidate for the MWAN award and announced such in MWAN. Shortly after this, I contacted Duke and asked if we could meet sometime to enable me to obtain some background on him for the write-up and he graciously consented and invited me to "Fox Hollow".

In November of 1988, I made my way early on a Saturday morning through Northern Illinois and Southern Wisconsin to Clinton where I was greeted by Duke and his wife. We talked for the entire day and I came to know Duke as well as you can know someone within a twelve hour period. All my questions were answered; even the unasked questions were answered. What is Duke? Duke Seifried is an actor, a salesman supreme, an artist, businessman, leader, street smart wise guy, story teller, entertainer, entrepreneur, musician, shaker and mover, idea man, performer, pioneer, workaholic, and innovator; who is considerate, thoughtful, domineering, creative, emotional, confident, insecure, and when he wishes to be, he is the consummate showman. To me, Duke runs the gauntlet of human emotion and lives his life with wild abandon though he has slowed down in some aspects. A charismatic character who possesses the ability to laugh at himself and has developed a working understanding of his personal attributes, Duke is enjoying his life and his hobby. He hosts games at his home for a close circle of friends; is proud of his children and their accomplishments; and heavy in his praise of other individuals within the hobby.

On my two hour drive back home from Duke's house in the Saturday night darkness, all of the above thoughts ran through my head. Knowing what I now knew of Duke, compared to what my prior impression (and that of many other people) was, I did not particularly care to adopt a non-critical approach in my article and, as you can tell, I do not think I did. These have been my impressions of Duke and I hasten to add that they may or may not be entirely correct.

On to Duke's gaming - a six by twelve wooden table sits in the south end of his wargames room. The walls are decorated with military prints and a large closet holds perhaps 100,000 painted figures. Off to one corner of the room is a large desk filled with castings in various stages of painting. The table is a delight to view. Duke was "the" developer of wargames terrain in our hobby. Continuously ahead of his time in a great many



aspects of historical miniatures wargaming, his terrain is a perfect example of this. The terrain squares I saw years ago when I first saw Duke are arrayed on the table and look simply spectacular! I do not know how they were made, though they appear to be constructed of some sort of "pressed" wood allowing for "relief" type contours. At time of viewing, Duke had a French & Indian War set-up on the table and there were a large number of wooden squares as well as several rocky terrain pieces, one of which featured "lift-off" tops so as to enable figures to enter caves.

Duke carted out box after box of exceedingly well painted wargames figures; mostly 25mm but some 15mm as well. He is a master painter and has sculpted many of the figures himself. The 25mm's are mounted individually on perhaps three-quarter's inch square stands and terrained very well. In showing me his Zulu War collection, I saw numerous figures which I did not recognize - a surprise to me as I have perhaps 4,000 figures in this period and thought I'd seen every manufacturer - Duke informed me that they are conversions (masterfully done, I might add!). I drooled over the Northwest Frontier, Sudan, French-Indian War, and many other delights! Please allow me to list his periods; Ancient Empires consisting of Egyptians & Assyrians, Greeks & Persians, Punic Wars, Caesar in Gaul, Alexander's Successors, Tolken Fantasy, Dark Ages, Medievals, Aztecs & Conquistadors, Eastern Renaissance, ECW, Carribean, French & Indian War, American Revolution, Napoleonics, ACW, Franco-Prussian, Wild West, Northwest Frontier, Zulu War, Anglo-Egyptian Sudan, Boer War, Boxer Rebellion, Foreign Legion, WWI, WWII Eastern Front, WWII European, WWII Pacific, and Sci-Fi.

We ventured down to his sizable basement and in one large section were shelves upon shelves of boxes filled with wargames and fantasy figures and accessories. I trembled as I approached these shelves for immediately I could tell that I was viewing figures and accessories from over a thirty year period, many of which are unavailable at present. Sitting on several work tables were two huge (and I mean huge!) styrofoam mountains. Duke explained that he and Tony Adams were jointly constructing terrain for the Northwest Frontier (GEEZ!!!!!!). Contour upon contour of styrofoam with winding trails waiting for layers of surface puddy to be applied. This will be *something* to see when finished! In a separate pile sat what appeared to be hundreds, perhaps thousands of 54mm Britains from Duke's childhood. I would have given anything to be allowed to spend a day in Duke's basement going through all of the boxes of figures! Then perhaps give me a week, or month, to lock myself in his wargames room fondling each figure and writing down notes on his terraining techniques! The man is a master hobbyist! I do not feel that my description has in any way adequately transmitted to you what I saw and felt. You have to see it yourself!

Duke's twin nine-year-old sons joined us for a short period and they explained the campaign they played with their Dad - Duke had constructed a skillful game in which his sons explored unknown lands (imagine having the chance to do that as a nine-year-old!) in which anything could happen! A huge mountain, perhaps three feet tall, was hauled out from the closet (how did I miss that the first time?) and the boys removed piece after piece revealing inner compartments and caves (oh, my goodness!). The boys were obviously enjoying themselves and Duke was in his glory relating to his sons. A very nice scene which any father could relate to!

I have always been interested in the history of our hobby and felt that I knew a fair amount as there had not be a wargames publication which I had not ready over perhaps a 15 year period. However, Duke related events of which I had no knowledge of during our day's visit. I promptly managed to forget 75% of it - due to an overload of information - even though this man was involved in, and responsible for, perhaps 75% of what was happening in our hobby for many years, I found no signs of a sense of ownership on Duke's part for what had transpired in the hobby. Instead I found facts being presented in a matter of fact manner and easy giving of recognition and



acknowledgement to others for accomplishments. Admirable qualities in a man!

The day passed entirely too quickly for me and I had the feeling that Duke felt the same way. All too infrequently we encounter people in our lives where within a brief period of time, we become kindred spirits and there is an unspoken, though strongly stated, feeling that this person could be a very good friend if distance was not a factor. Those are moments to be treasured and highly valued and I left Fox Hollow in that frame of mind. I can still recall that feeling very well though it has been eight months ago.

Individuals such as Duke are infrequently found in life. His multitude of personalities, talents, and approaches to life amaze me. In prior lives, Duke could have been a diplomat, a used car salesman, a General in Napoleon's Army, a public relations man for the mob or for the most successful type of business, a trusted lieutenant or a subordinate with plans of his own. A modern day enigma who perhaps might have been better off being born at least a hundred years ago when fortunes could be made based upon the force of one's personality.

Duke can be, if he chooses, a difficult person to know and understand well. If one is, or has been, exposed to only one side of Duke (i.e. the "veg-a-matic", businessman, etc), the true nature of the man is not known. We simply are not used to encountering such multi-faceted people.

I am not naive enough to be convinced that I can "read" people well enough so as to be totally correct in my assessment of them, however, I remain firmly convinced that Duke is deserving of much more recognition from the historical miniatures wargaming hobby than he has received thus far. While everyone else in the hobby - I mean everyone - pursued the activity as a hobby, Duke pursued it as a livelihood. There is a major difference between the two approaches. I have, at times, thought of making MWAN into a professional publication and what stops me is the fact that I know I would have to alter my approach drastically and act in such a manner so as to insure that my livelihood (i.e. MWAN providing sufficient income so as to adequately provide for my family) is ensured. Donald Featherstone was a highly successful Physical Therapist; Jack Scruby a printer; Fred Vietmeyer an engineer, in addition, they contributed heavily to the hobby. I only state this to illustrate my point. Duke's occupation was that of selling toy soldiers. In discussing this subject indirectly with Duke, what came through in his words was the fact that behind those years of attempting to make historical miniatures wargaming a larger activity in this country was a love of toy soldiers! One which, I believe, since he has changed occupations and is now a very successful Vice-President of a sunglass company, has returned to the forefront as regards the hobby. Speaking personally, at this time, I am of the opinion that Duke is pleased this transformation has occurred. What began as an avocation became a vocation and has returned to it's original state. The roller coaster of life has both slowed down and reached a more level plane for Duke and with it, as with all of us though perhaps on a lesser level, I believe, or would like to believe, that Duke is pleased with achieving a new comfort level in life, one which he is richly deserving of.

This dissertation on Duke is, I suspect, radically different than what one would expect from a hobby publication. Stating a man's accomplishments in a straight forward manner is an easily done task. Attempting to view the man behind the accomplishments and develop an understanding, admittedly basic in nature, is much more difficult and considerably risky for me as a writer as I would not wish to in any way injure Duke as a person. However, this man, due to his multi-faceted appearance, has, in my opinion, been deeply misunderstood by us. My aim, in utilizing this approach, has been to present Duke to you, my friends, in a more complete fashion so as to hopefully present some light on him as a person deserving of our thanks for



what he has accomplished for our hobby. If I have, in some way, managed to accomplish this in spite of my limited powers of human observation and transformation of my thoughts to words, I am well satisfied.

In closing, I would like to sincerely thank Duke for his willingness to subject himself to my interpretation of an honest appraisal; to express my personal appreciation to him for what he has done to enhance my own wargaming as well as for many others; and to wish my dear friend the best of luck! Thank you, SIR!

CONGRATULATIONS TO A FRIEND.....DUKE SEIFRIED      By Tony Adams

I want to congratulate Duke on finally getting some of the recognition that he has earned. He may not have gotten what he deserved (heh, heh!) in the past but this small measure of appreciation will be very welcomed I am sure.

I am not the one to recount the achievements in Duke's career in the hobby, only he is best suited to do that. Mine is a personal story that starts with a novice gamer meeting the manufacturer/salesman. The story is one of brief, but enjoyable encounters spread over many conventions over many years. It became a friendship from respect at first, and then shared experience later. As the hobby has grown over the past twenty years so has my friendship with Duke. As my own involvement in the hobby grew and matured so did my friendship for Duke, who has helped me a great deal. He has become my teacher in many things as well as my gaming companion and a kindred soul in regards to my approach to the hobby. We share many of the same ideas and goals, both in life and in our hobbies and I am glad of it.

Duke is a good example of a phenomenon that I didn't used to understand when I was younger, that of the retiring wargamer. He now games and designs more for himself and his friends than for the hobby in general. His days in the spotlight have passed and I don't really think he misses it much. I would say Duke enjoys the hobby now more than ever and in some ways he is more active now than ever, even if he isn't as visible as he used to be. I am sure many of us will head down the same path in the not too distant future. At this point I can look forward to it myself and be grateful to Duke for sharing with me many of the things that promise to make my wargaming future even better than I had hoped for before.

I have learned a lot from Duke and it is because of his willingness to teach that I would like to thank him for helping me to make the best of my wargaming that I can. As for others, I know that his contributions have been great, many will not be appreciated by most gamers, others will be claimed by others, but they have still helped our hobby over the years.

So, for myself, Thank You Duke, you know what our friendship has meant to me and congratulations!

TO DUKE - FROM BOB PAVLIK

Gaming with Duke Seifried is always an experience. His games are fun, his figures and terrain a sight to behold! Going to heaven for a wargamer would be to spend the rest of your life in Duke's game room. Being Uncle Duke's friend is even more of an experience. Visiting him and his family, seeing his game set-ups and watching him create his armies is a real pleasure. He may be the used-car salesman of wargaming, but he sure can sell you on wargaming.

EDITOR'S NOTE: Duke has related to me that he wishes to thank both Tony Adams and Bob Pavlik for being responsible for bringing him back to the wargaming fold again. We also owe them a debt of gratitude for doing so.



TO DUKE - FROM DONALD FEATHERSTONE

I am delighted to hear that Duke Seifried is being given the latest MWAN Award for Services to Wargaming. I knew of him long before he visited my home in Southampton, U.K. in 1978, and was pleased to meet him again in August when I was in Milwaukee for GENCON/ORIGINS Game Fair. On that occasion Duke was immensely warm and gracious to me, and honoured me by saying that to him I was "family", when inviting me to his home at Clinton, Wisconsin.

Being twice as large as life and with a way that could charm the birds off the trees, one might be forgiven for eying Duke a bit warily - until being privileged to enter his Den and see his quite astonishing collection of wargames armies and realistic terrain. I have to say that Peter Gilder is perhaps the only person in the world capable of matching this collection in numbers and quality - and most of Duke's are both made and painted by him, taking up to forty hours a week!

Apart from the large wargames table at his home, the only other wargame of Duke's that I have seen was the huge and most impressive ONDURMAN wargame at ORIGINS with it's thousands of exquisite figures. I am sure that just as I was thrilled and proud to be awarded MWAN's shield, so will Duke be, because in his enthusiastic and practical way he has brought lustre and publicity to our hobby, while enjoying every minute of it - as I have done.

Duke - you truly have what we in Britain call STYLE!

TRIBUTE TO DUKE SEIFRIED BY FRED VIETMEYER

I was very happy to suggest Duke Seifried as a recipient for a MWAN Award. Duke's major contribution to wargaming, in my opinion, is his enthusiasm which is contagious. He is certainly deserving of this recognition.

THANKS, DUKE - FROM JAMES GETZ

I am so happy to see that "Uncle Duke" has been selected to be this year's honoree. As you know, I have felt for a long time that Duke has not gotten the proper credit for what he has done for our hobby. Although I must admit to being very prejudice in my view, I truly believe that wargaming would not be the hobby it is today without him.

How can I begin to tell you the impact he has had on my life, both wargaming and personal? So many images come rushing to mind:

I remember the first time I met Duke 29 years ago, when I was a mere child of 13. His house was full of soldiers and I thought that this was the most incredible thing I had ever seen an adult do! I remember being in his front yard, about three years later, with Stan Glanzer (a very special member of the wargaming fraternity that was taken from us too soon). It was about 1:30 in the morning, and Stan and I were praying towards Mecca for divine assistance in our fight against the infidel in one of Duke's outrageous Sudan games. I remember driving up to Duke's house one day to hear him yelling at one of his sons to "Stop cutting that grass and come in and paint soldiers like you are supposed to be doing!" and thinking that my Father would never have thought of chores like that. I remember being in Tom Bookwalter's basement the day Duke showed up with these little tiny soldiers that he said were going to be the rage for gaming and all of us saying that 25mm's would never catch on. I remember the three-day long Borodino game at Duke's with David Chandler as Napoleon, the game that gave birth to NAPOLEONIQUE. I remember the day Duke pulled up in front of my office in his "wargame on wheels". A travel van that was packed to the roof with soldiers and terrain that he was driving literally coast-to-coast and



border-to-border giving demo's at local hobby shops to "spread the word." I remember the night in the bar at the Ramada Inn in Philadelphia during one of the early ORIGINS where Duke, Scot Bowden and I talked about life and happiness and what was important to us and how I felt so positive and hoped that Duke would find the secret to having fun again with wargaming. I remember another night, years later, in Dallas, when the three of us were again together when the world didn't look as bright to me. And we talked for long hours over dinner about problems and life and went back to Scotty's place where I got a phone call telling me my Father had just died. And I remember thinking that if I couldn't be home, wasn't it wonderful that I was with those two very special people at that moment. And I remember the talk Duke and I had late that night. And I remember the band, and the "Incredible Stain Painting Technique" presentations, and Custom Cast, and bubble packs, and red, white and blue everything, and pewtered Revolutionary War cannons by the hundreds, and painting late into the night before every one of his games to get the armies done, and Napoleonic games of monstrous size, and French and Indian War games, and...

I could go on for pages. I remember a friend, and a very special friendship. One that has changed and grown and strengthened over the years. Duke is in many ways not an easy person to get to know. He is always "on stage" to one degree or another. He has total enthusiasm for whatever has caught his mind at the time and is flying off after it with more energy than ten people. He always has a new idea, a new "toy" if you will, that he wants you to play with too. He can be a tough businessman, and he can be a real good SOB when he wants to be. And he can pump the BS, boy can he pump the BS!

A lot of people are overwhelmed by the public Duke and only see the public relations promoter. But I feel sorry for them, for they have missed an opportunity of meeting one of the most unique people I have ever met. For when they see Duke promoting, I see him dream weaving. And that is important. Too many of us don't dream enough these days. But not Duke. He doesn't see the same world the rest of us do. He can still see Murat leading cavalry charges, Indians and settlers in mortal combat, and talk with elves. And what is more important to me, so can I when I'm with him and that is so very special.

You see, Duke is not just a good and caring friend, he is magic. And that is what he has given to this hobby more than anything else. We could make a long list of his tangible accomplishments. He wrote the first rule set published in the US that I know of; he was the first to push 25's as the gaming scale; he invented, again as far as I know, the simultaneous move; he was the first to do unit packaging and bubble packing; he was the first to try and develop a complete retail concept for selling soldiers; he was "the man" as far as promoting wargaming was concerned for years and years. But to me, and to many others, he is the man who put the magic into wargaming. And for that we all owe him gratitude. For if it was not for the magic, this would not be a very fun hobby.

I hope this has not been too long and too personal a tribute, but these are things I needed to say. Thank you, Duke, you have made my life better. And thank you, Hal, for giving me the opportunity to say them!

TO DUKE - FROM TODD FISHER .

I was talking to Hal the other day when he told me of the tribute that was to be held for Duke Seifried. I have known Duke for many years now, and I can not think of a member of this hobby that more deserves to have his accomplishments brought out into the light.

Duke had a knack of making what he did seem as if all the groundwork had been done, and all he had to do was "turn the key". Of course this is part



of a professional presentation, but Duke was so good at it that it seemed effortless. When Duke went about hawking the products of DER KRIEGSPIELERS, HERITAGE, or TSR, it was with an eye toward bringing new people into the hobby. His "dog and pony" shows did much more to bring in new people than much of the lip service that you see so freely bandied about today. Sure it's pure Hollywood, but what better way to capture the imagination of the uninitiated. And all the time this was going on, I heard plenty of people sneer at Duke fooling around with kids. Well, those kids grew up and one of them just might be gaming with you.

Duke has always given freely of his time to put on games for me. And what games!! Twice he has won "Best of Show". These are not games that have a little felt and lychen thrown on a table; they are spectacles with thousands of figures and magnificent custom buildings and terrain. LITTLE WARS would never be the same should he be unable to attend. For those judges out there, you can imagine the type of project it is just transporting a game of that size. Well, to give you an idea just how generous this man is, I will give you an example of how Duke many times works behind the scenes. This year at GENCON/ORIGINS we had several last minute problems crop up. The first was the last minute pull-out of Peter Gilder. This occurred after the programs had been printed, and the games had been booked. This left us in quite a lurch. I got a call from Duke in which he said that having heard of the problem that Gilder had left us in, he would cancel previous plans and run one of his big games to fill in. He did this as a friend with no thought of public praise. And if this tribute had not been organized, he would have gotten none.

The second problem that we had was we were unable to get the figures that we had counted on for Donald Featherstone's demonstrations. Again, Duke volunteered the use of his troops. These were his favorite figures, and it was with not a little trepidation that he gave them to the tender mercies of gamers he did not know. But the alternative to his way of thinking would have been worse.

Finally Duke was kind enough to realize that I was almost completely spent by the time the Donald Featherstone Dinner arrived. So after I had made a few groggy opening remarks, Duke rode to the rescue and kept a lively conversation going with Don, which allowed us a chance to get to know this wonderful man. Again, he made it look so effortless, that one would scarcely notice, yet I suspect that if it had been left up to me, the conversation would never have flowed so well!

If there is a fair criticism of Duke it is that he sometimes was over ambitious, and as a result sometimes things fell through. But this is the fault of a man who dared to dream big. The dreaming rubbed off on others; and as these things work out, sometimes he got and sometimes they got the brass ring. May we always have those that dream so that the romance and spectacle never go out of our hobby.

#### TO DUKE - FROM GLENN GRUNDEI

"Duke" Siegfried has contributed greatly to American Wargaming for twenty plus years. Companies such as DER KRIEGSPIELERS, CUSTOM CAST, and later, HERITAGE, all were influenced by Duke. My first recollection of Duke was in a 1962 Scruby catalog where the last page contained an absolutely mouth watering picture of one of Duke's games using 30mm figures. I still look at that picture and think of all the good times in the "Good Old Days."

Duke has been a salesman for the hobby. At one time I resented it as I thought wargaming should be a small, personal, fun-orientated hobby without all the razzle dazzle of other activities. For this I owe Duke an apology for his salesmanship brought droves of people into the hobby allowing many companies to enter into the competition.



Bruce "Duke" Siegfried has given his life to wargaming. I really don't know if it's been worth it for him. He brought me, all of us, great new products directly and indirectly. Many of his 1970 lines are still available even in today's markets of ever increasing competition. Duke, thank you for giving so much thought, time, and dedication to this great hobby. It has resulted in the innovation of terrain, rules, figures, distribution, packaging, etc. Whether you are called Bruce, Duke, or Uncle Duke, you are to be commended! Thanks, Duke!

TO DUKE - FROM RANDY PORTER

I met Duke at ORIGINS '78 in Ann Arbor. At the time some friends and I were using TSR's CHAINMAIL rules. I attended some seminars that Duke was running. At this time HERITAGE was at the top of it's form. It had the Battleline games, HINCHLIFFE miniatures, and it's own paint line. HERITAGE was one of the first game companies to get license products like JOHN CARTER WARLORD OF MARS and STAR TREK. Duke's big pitch at ORIGINS was that he had rules to play the game; the miniatures to move around; and paints to paint the figures. This was the first company to present a total gaming package. Duke was electric. he would enthrall a crowd and then send them to the dealer's room to buy his stuff. He would sit down with a primed figure and show how to paint a figure in only a few minutes. For a kid who was struggling to paint his army, Duke's tips helped a lot. Some of those painted, I still have and use. When the industry was arguing about where to go, Duke's reason was that we should look on how to make the pie larger instead of how to slice it up. Duke was, and is, one of the best pitchmen for adventure gaming. He always had time to talk to a gamer. Looking at a figure that the person had just painted using Duke's system. I would later work at Midwest Cons for Duke and HERITAGE after ORIGINS. Who can forget Duke's traveling road show that he did in the late seventies? Duke wanted to bind the newly emerging roleplayers into the world of miniatures. That's why he promoted the term Adventure Gaming. Boardgamers, miniatures, and even roleplayers were all doing the same thing, playing adventures at places from the fields of Gettysburg or the battle plains of Mars. To Duke, every miniatures gamer was a potential role player and visa-a-versa. He was one of the few people who could convince a die-hard boardgamer that SQUAD LEADER could be a roleplaying game. Besides missing some of the HERITAGE figures, I miss seeing Duke now, but hope to see him soon. I must say I am a better gamer and person for knowing Duke. He is a person that gaming need back then and now, even more!

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#### MWAN BACK ISSUES SALE

Until the end of 1989, I will be offering all available back issues of MWAN on sale for \$1.00 each. The following issues are still available:

- #14 Tex-Mex/Mex-American War Special Issue
- #16, 18, 19
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- AN MWAN INTERVIEW WITH -  
"DUKE" SEIFRIED  
- MWAN HONOREE OF 1989! -



PHOTO DESCRIPTIONS

- Page 99- Wargaming In The "50's" - 54mm BRITAINS & "Duke's"  
Page 100- Wargaming In The "60's" - "Scrubby's" & "Duke's"  
Page 101- Wargaming In The "70's" - Duke's Medievals; scenosquares & 25mm  
Page 102- Wargaming In The "80's" - Khartoum; The Finale Assault: Duke's  
"scratch-built" Khartoum on sand table with 25mm figures he  
designed which are still available from IRON BRIGADE.



MWAN: What attracted you to the area of historical wargaming with miniatures? How did you get involved with the hobby?

DUKE: My Father was a 54mm collector of 'TOY' Soldiers and I came into some of his 1930's homecasting molds. I was absolutely taken with those\*long red boxes that were my favorite birthday & Christmas gifts - however, I always wanted them in positions they didn't offer, so was always trying to make my own. (\* W. Britains soldiers)

MWAN: You've been involved in the hobby a long time, and in many different facets; i.e. consumer, manufacturer, designer of wargames figures, the sales end, etc., which facet have you enjoyed the most and why? Is there any facet which you have not enjoyed?

DUKE: The truth of the matter is, I really like organizing them best...although sculpting & painting are close seconds. Being in the business of manufacturing and selling them isn't as much fun as you might think! It's work, like any other job and the public is fickle. I never got out of it what I put into it.

MWAN: Do you have any thoughts on how fantasy gaming affected historical miniatures wargaming in the 70's when it came out? Did it affect it as you look back now in the way in which you thought it would?

DUKE: Fantasy Gaming in retrospect has been much more of a plus to us than a hindrance. It allowed much manufacture of historical (lesser-selling lines) to be subsidized and has provided at least some viable new blood to us hard-core historical gamers. Aha! At last I can finally say it! Always had to hold my tongue when I was out selling. We also have made a considerable swing in how we approach our soldiers as the concept of roleplaying has provided the inspiration for a much more fun-oriented play-style. We describe our games in three categories now (A) Adventure Games (the fun ones - beer & pretzels - Hollywood - a movie set to game, etc); (B) Kriegsspiels (more complicated - less fun - probably overly-detailed with less payoff in enjoyment - and above all too time consuming; (C) Simulations (effective "sand-table" replicas of actual historical situations). My prejudice shows as I favor "A" most of all and "C" when it is well done. I currently have little use for the intervening format. I believe computers can and will greatly aid us in providing a truly historical, education and enjoyable experience with a simulation. It should parallel the feeling of reading a David Chandler account. As my good friend, Jim Getz, has pronounced "A simulation should be in qualitative terms and be described with historical adjectives." Another of my close confidantes, John Hill, specified "It must carry the FLAVOR" and finally one of the more recent additions to my inner circle of special people, Howard Whitehouse, presents and implements the strong roleplay element I have been advocating for many years in his excellent SCIENCE VS PLUCK rules concept. The element here is in experiencing, not just watching the game.

MWAN: Is our portion of the hobby, historical miniatures wargaming, where you would have predicted it would be some fifteen or so years ago? If not, please expand upon your thoughts.

DUKE: Yes, but I had hoped for a greater participation and percentage of afficianados.

MWAN: Do you have thoughts on rules within our hobby as regards the progression this areas has taken over the years; i.e. 60's featured simple rules with the advent of the 70's it seemed to go to more complexity whereas now perhaps we are returning to a more simple approach again;.

DUKE: We are heading in healthy directions. I know of creative work in process which can provide a quantum leap for us in the area of rules approaches. Howard Whitehouse is the freshest thing in town, but watch Jim Getz, Ned Zuparko, and yes, even Paddy Griffith has real merit! We need to get John Hill back in the saddle. He provided some of the best thinking a few years ago..we miss his contribution. And here's a sleeper: Don't be



surprised if the name of Tony Adams doesn't soon start to appear on this context. Needless to say, my admired compatriot, Don Featherstone, provided a direct approach to a FUN GAME which should be considered by current developers. It strongly appears the abstract approach gives a more realistic flavor than the very specific. It would be improper to leave out Larry Brom, whose TSATF contribution has provided an extremely healthy impetus. Due to some strange set of circumstances, we have never met; and I must admit to being interested in making this acquaintance. The essence should be fun and adventure! I own up to liking a "researched" type of "movie set to game" approach with elements of roleplaying based upon realism in the genre of an Alan Eckhart or John Jakes historical novel.

MWAN: You have been described by many as a "master scenario designer" in historical gaming. I know personally that some of your approaches in this area have been due to roleplaying. Can you expand a bit on your approach to designing scenarios?

DUKE: Adventure gaming should be an interesting and potentially exiting experience. The key to the game is truly THE SCENARIO. If the participants will "let themselves go" and get into the part - the time will pass quickly and the net result is an exhilarating step into an Indiana Jones movie. I like to provide a goodly measure of unpredictability which can make players desperate at times. Some really creative solutions to problems have come out of the maelstrom of circumstances characters have experienced. I enjoy being involved in games which really "get off the ground." The best of all was probably a WWII game at my place in Dallas where John Hill officiated for OPERATION OGLETHORPE. I was an SS officer (Seifried, of course), Steve Peek (formally Yaquinto) was an American along with Craig Taylor (Avalon Hill). Scott Bobo was a Patton-like American tank leader along with a host of others as Wehrmacht and Partisan leaders. Oglethorpe was a German rocket scientist from Peeramunde trying to defect to the Americans. It got so real. We interrogated, disseminated, foiled and attacked each other. What an experience! John Hill and Dave Arneson are two of the best scenario creators I know. In concluding this topic, I feel as much time should be spent on the scenario as on the soldiers and the scenery. Make it live! Provide lots of choices and many probabilities as well as some unexpected interferences. Do this and the gamemaster has as much or more reward as the players.

MWAN: Whom do you think has had the most initial effect on historical wargaming with miniatures?

DUKE: In the beginning: H.G. Wells and Don Featherstone for their writing and inspiration. Jack Scruby, Nevill Dickinson/Steve Carpenter (MINIFIGS) and \*yours truly (DER KREIGSPIELERS & HERITAGE) for their figurines and efforts to merchandise and distribute them. Dick Bryant (THE COURIER) and Pat Condray (THE ARMCHAIR GENERAL) as well as Scruby for their continuous perseverance in publishing some form of historical fanzine. In the area of sculpturing, Peter Gilder (then HINCHLIFFE), Dick Higgs (MINIFIGS), Stan Glanzer and yours truly (DER KRIEGSPIELERS & HERITAGE). Only yours truly had any interest in scenics (structures or baseboards) in those early days. Accessories were the province of MINIFIGS and DER KRIEGSPIELERS. Last but not least the show managers who put on the first shows. I'm sure I have missed other worthy pioneers and to them I offer my sincere apologies. There are a number of important names appearing somewhat later in our hobby's history than the above but these were probably the most influential in making the proliferation of this grand obsession possible. The rules, the figures, the research on OB's and uniforms - all these elements coupled with the desire to "spread the word" with unbridled enthusiasm started the fire! (\* Just can't find any modesty anymore anywhere!)

MWAN: What set of rules has had, in your opinion, the most influence on the hobby?

DUKE: This is a difficult question because various sets of "landmark" rules all contributed to the general flow. Taking the old and the new it is



milleium of figures and created a galaxy of scenics but as these were products to be sold and consumed, it apparently never occurred to many consumers or store owners that some human had accomplished this work. Was it worthwhile? I guess we must ask the countless individuals who have put so much of their soul into this hobby/obsession. Without the pioneers to initiate the concepts..without the designers to sculpture the figurines..without the folks who put on the shows..would many who now enjoy this interest have discovered it's pleasure? (\* Dave Arneson later copywrited this name).

MWAN: What do you enjoy most about historical miniatures wargaming?

DUKE: I like it all: the researching, the sculpturing, the organizing and planning, the painting, the scenic construction, the rules development, the scenario conception, the playing and the after-game bull (we describe it as "analysis" but most of all it's a kind of fellowship - and that's probably the best part. I like "Soldier People"..other guys who enjoy doing all the above. I like to be with them, plan with them, play against them, bullshit (read that as "discuss") with them, drink with them, talk on the phone with them. In short, the best part is the association with kindred spirits. In the style of the Vikings we all tend to build a Hearthtroop of Hirdmen with whom we enjoy fellowship and sharing of our mutual interest. It is appropriate to name the members of my group who play peacably without squabbles and with whom I enjoy association. These worthy goodfellows are: Bob Pavlik, Tony Adams, Jim Getz, Dr. Don Show, Jeff Perrin, Darryl Sheldong, Scotty Bowden, John Hill, Scot Bobo, George Grove, and occasionally guests like Mark Anderson, Dave Arneson, Keith Leidy, Dale Bruner, Stephen Lawrence, and Dan Matheson. Open invitations are issued to the following whom I should like to host: Peter Gilder (it's about time as I owe you a dinner), Lynn Bodin (when are you coming?), Steve Carpenter (it's been too long!), Atlee Turner (well worth your time to visit), Todd Fisher (you've earned it!), Ken Bunker (lots to talk about), Joe Micelli (let's play paint & show), Bruce and Jon Seifried (my grown-up sons I seldom can corral for a game - Dallas, Tampa and soon Atlanta are a long way away), Howard Whitehouse (I've been to Atlanta several times to see you - it's your turn), and of course, Larry Brom. I'm sure there are other interesting fellows I've inadvertently forgotten to list. Perhaps Hal will allow me another invite list a bit later. It would be incomplete if I did not mention the good friendship enjoyed in recent visits from the aforementioned Hal Thinglum, Bill Protz and last but certainly not least, my valued friend, Donald Featherstone for whom we hosted a delightful reception attended by many of the initial Hirdmen. We all had a great time with many personal revelations.

MWAN: You are known as a pioneer with a great number of firsts - all modesty aside, would you list these accomplishments?

DUKE:

1. Initial placement of this category in a broad sweep of retail outlets.
2. First professional packaging:
  - a. Conceived and instituted the bubble pack.
  - b. Developed and placed several series of unpainted boxed sets in general distribution.
  - c. First use of paints, brushes and figurines in a mass-market full color container.
  - d. Introduced the concept of organized unit packaging.
3. First professional point-of-purchase displays and rotary racks with other types of sales aids.
4. Initial placement of this category in chains and the mass market (I'm not sure this was a good thing).
5. First manufacturer to offer store-level shows on a tour basis.
6. Probably the first manufacturer to offer sales training to distributors and their sales personnel.
7. First to develop and market the concept of a quality water-based, polymer acrylic paint with no odor which was fast drying and a water cleanup.



8. Conceived the idea of a faster, easier painting method requiring less skill and providing not only a better result but greater return for your time spent - originally called "Stain Painting."
  9. One of the initial pioneers in the development of modern "state-of-the-art" figurine master sculpturing techniques and materials.
  10. Sculpted "Fantastiques," the initial line of fantasy figures I believe (Steve, when did you release yours? We may have to check this one out). In any event, it heralded a new era of super detailing which caused everyone else to upgrade their level of work.
  11. First company in our category to design, build and utilize a professional show display.
  12. First company in our category to exhibit at a major professional trade show.
  13. The first scenics in the form of decorated 2'X2' baseboards known as "Scenosquares" and "Scenoramics" structures as well as numerous terrain accessories like bushes, walls, bridges, etc.
- There may be more but that is certainly enough to convey a creative pioneer spirit (and enough to bore even the most curious reader).

MWAN: What do you enjoy least, if anything, about the hobby?

DUKE: Two things! Doing the decorative groundwork on the bases of figurines and argumentative players/rules lawyers.

MWAN: What has kept you involved in the hobby over all these years? What is it about this portion of the hobby that holds your interest?

DUKE: Here is an interest/obsession that requires many skills, abilities, and interests. It is extremely challenging and has both group and individual strengths. One can be an historian, craftsman, designer, organizer, painter, rules theoretician, scenario creator, scenic maker, game developer, player and who knows what else I've left out. I like to do all these things as well as being a collector.

MWAN: Historical wargaming has had a number of prominent individuals who have made sizable contributions over the years. Would you care to recognize the efforts of some of them more specifically aside from the individual you've discussed in our earlier "pioneer" question?

DUKE: I only presented the initial pioneer group in my response to your earlier question and it is appropriate to recognize other valued contributors to our hobby. Scotty Bowden and Jim Getz (EMPIRE GAMES) have provided an extremely realistic and novel two-level approach which manifests itself in their various sets of rules. These are extremely thorough and detailed and have gained many adherents. WRG in the person of Phil Barker and friends obviously has made a strong impact with players either very positive or very negative. These seems to be no mid-ground with these rules! In the area of figurines and sculpture, Tom Meier at RAL PARTHA and Dave Murch at Jack van Slyke's RAFM are to be credited for some fine historical subjects. It is also perhaps time we begin to give some real consideration to Atlee Turner's FRONTIER. The breath of this line is awesome and the quality on the ascent. There are many people who have shared this burning obsessive interest or at least participated in such a manner as to have greatly spurred it on; through the years I've had the privilege of association on personal gaming or business relationships with a number of worthy individuals for whom I must express appreciation and give credit for their varied contributions to the growth of our hobby in many areas: David Chandler, Frank Hinchliffe, Roy Belmont-Maitland, Scott Bobo, John Hill, Joyce and Bob Boyle, Cliff Wilson, Jim Dunnigan, Tony Adams, Howard Barasch, Tim Kirk, Arnold Hendrick, Al Younghaus, Greg Scott, Max Carr, Ken Lythgoe, Dana Lombardy, Roy Lipman, Paul Wood, Dick Zimmerman, Woody Bennett, Bob Bigelow, Harold Johnson, Lou Zocchi, Bill Protz, Pete Petrie, Art Neckermann, Charles Staden, Dean West, Bob Pavlik, the good folks of old at SKYTREX, Ed Small, Charlie Tarbox, Lynn Bodin, Bob Beattie, George Nafziger, Tom Bookwalter, Charlie Sweet, John Edwards, Peter Blum, Bill Murray, Phillip Stearns, Ted Haskell, Craig Taylor, Ray Johnson, Jack



van Slyke, Pat Condray, Bill Imrie, Frank Chadwick, Clyde Risley, Dr. Herbert Zima, and Ken Bunker. As to some new faces, it is only recently I have finally made contact with Bob Coggins and Duncan MacFarlane at the recent WARCON Show. And there are those who have advanced to a higher rank: Jack Scruby, Lou Quigley, Peter Young, Pat Patterson and Stan Glanzer. You'll note quite a few Brits as well as some Europeans and Canadians in this list (and I'm sure I've created some embarrassment for yours truly by leaving out some important names I'll think of later and regret omitting). I've been very fortunate in having the opportunity to travel often and widely. I must also confess it has been exciting to have been in "on the ground floor" of our mutual interest. In the beginning there weren't very many of us and we pretty well knew one another. Now, it's a bigger world and there is a satisfaction in seeing how our hobby has grown.

*(Editor's Note: Due to Mr. Seifried's reticence the following section was obtained from the 25mm figurine - pictured here - who claims to have intimate knowledge of Mr. Seifried's activities. An MWAN exclusive!)*

MWAN: Please give us some personal background on Duke Seifried.



Duke Seifried is probably in his mid-fifties and still involved up to his ears in this "obsessive" hobby. He is happily married to his last (1) wife, Billie, and has a second family of two little guys named Dan'l & Benj (identical twins now nine years old) who are already brain-washed in the minutia of The French & Indian War among other subjects). Included in the family is a large dog (yellow lab) named Napoleon (what else?). Duke has been a CEO (twice), an EVP and a few other nasty little three letter word types and is currently the Vice President of a Corporation in Chicago carrying the curious "What do they do?" name of Ventura. It's probably a front for marketing arms to third World Countries or recruiting mercenaries anyway. He is known to strum a guitar, pluck a bass

fiddle, beat on a drum and massage(?) a piano? In his early life he got through college (Miami University in Oxford, Ohio) and his first family by augmenting his meager income from early black and white TV (WLW) (producing, directing, talent and occasional (2) sweeping) by teaching at music stores and entertaining at hotels and supper clubs. He was even on the road at one time. Imagine Duke singing, playing, dancing and telling stores! Next it was advertising with jingle writing and production plus some odd bits of film background music composition and arranging. The Exhibit and Display business followed this with notable excursions to World's Fairs abroad.

And then: The *Hobby Business* became the pressing goal! DER KRIEGSPIELERS in Ohio followed by HERITAGE USA in Dallas followed by TSR, Inc. (Dungeons and Dragons (r) in Lake Geneva and finally Creative Concepts (consulting to major Toy Companies). In his former life he raised a numerous family including two sons: Bruce and Jon - now 30ish (equally as brainwashed with the minutia of the Napoleonic Wars & J.R.R. Tolkien) and a bevy of attractive females featuring Shari - a very talented figure painter, Sami - a PR super saleswoman, Lori the dancer and Shelly the teacher.

Duke lives in Foxhollow Manor located in the Woods of Wisconsin which has been the setting for some memorable Wargame Weekends. It is somewhat of a "Mecca" for those who love soldiers and war games. While he may not have the largest collection of soldiers on this continent, it is surely one of the best and broadest in content and quality. Scenics abound and Duke seems



to enjoy sculpturing, painting, scenic construction, researching and rules writing/development with almost equal enthusiasms/abandon.

He is an eccentric, somewhat peculiar; and given to considerable excesses with this hobby/obsession! He appears to be acquainted with almost all of the legendary personalities of this hobby and from time to time contributed much to what we might describe as the pioneering phase of our hobby.

FOOTNOTES TO ABOVE: (1) There have been several but he assures us that this one is the best. (2) Well, not exactly, but he probably functioned in most every area in those early days.

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