

Guide to the Tom Loughry Papers, 1978-1993

This finding aid was produced using ArchivesSpace on June 16, 2025.

Description is written in: English (Latin).

Describing Archives: A Content Standard

Brian Sutton-Smith Library and Archives of Play at The Strong

The Strong

One Manhattan Square

Rochester, NY 14607

library@museumofplay.org

URL:

<https://www.museumofplay.org/collections/brian-sutton-smith-library-archives-of-play/>

Table Of Contents

Summary Information	3
Biographical Note	3
Collection Scope and Content Note	4
System of Arrangement	4
Administrative Information	5
Controlled Access Headings	5
Collection Inventory	6
Series I: Intellivision	6
Subseries A: Administrative	7
Subseries B: Source code	8
Subseries C: Mattel Children's Discovery System	10
Series II: Cheshire Engineering	10
Series III: Activision	12
Series IV: Accolade	13

Summary Information

Repository: Brian Sutton-Smith Library and Archives of Play at The Strong

Creator Loughry, Tom (Programmer)

Title: Tom Loughry papers

ID: 123.4023

ID [aspace_uri]: /repositories/3/resources/336

Date [inclusive]: 1978-1993

Date [bulk]: Majority of material found within 1980-1985

Physical 4.65 Linear Feet (4 document boxes, 3 flat boxes)

Description:

Language of the English
Material:

Abstract:

This collection consists of the papers of Tom Loughry, co-founder of Cheshire Engineering and video game designer. The materials are dated from 1978 to 1993, with the bulk of the materials between 1980 and 1985. The papers are comprised of marketing materials, source code, game reviews, administrative documents and more.

Container Box 1-7 (Mixed Materials)
Information:

[Return to Table of Contents](#)

Preferred Citation

for Publication: Tom Loughry papers, Brian Sutton-Smith Library and Archives of Play at The Strong.

Biographical Note

Tom Loughry is a video game programmer and designer. Loughry attended the California Institute of Technology [Caltech] and started designing games at APH Technological Consulting around 1980. APH was contracted by Mattel Electronics to create cartridge games for the Intellivision home video game console. The first video game Loughry worked on is *Boxing* (1980). He also assisted with *Sub Hunt* (1981) and the Mattel Children's Discovery System [Mattel CDS].

In 1982 Loughry left APH Technology to start Cheshire Engineering, an engineering consulting firm, with Dave Rolfe, Shal Farley, Chris Lee, Will McCown, Kevin Miller, and Larry Zwick. Cheshire Engineering designed games for Intellivision and ColecoVision including *Beamrider* (1983), *Worm Whomper* (1983), and *Dreadnaught Factor* (1983). After 1984, Cheshire Engineering broadened its scope of work outside of video games and is still in business as of 2025.

Loughry designed *Alcazar: The Forgotten Fortress* for Activision in 1985. From Activision, Loughry moved to game company Accolade where he focused mainly on computer games. He developed the first-person tank game *Steel Thunder* (1988). While with Accolade, he designed *Gun Boat* (1990), *Grand Prix Unlimited* (1992), *Test Drive III*, (1990) and *Speed Racer in the Challenge of Racer X* (1993).

In the late nineties, Loughry worked at EA and helped develop *Need for Speed III: Hot Pursuit* (1998) and *PGA Tour 96*.

[Return to Table of Contents](#)

Collection Scope and Content Note

This collection consists of the papers of Tom Loughry, co-founder of Cheshire Engineering and video game designer. The materials are dated from 1978 to 1993, with the bulk of the materials between 1980 and 1985. The papers are comprised of marketing materials, source code, game reviews, administrative documents and more.

The majority of the materials are sell sheets from games designed by Loughry while working with Intellivision, Cheshire Engineering, Activision, and Accolade. The collection also includes source code, administrative documents, proposals, unused designs, press kits, and more.

The Tom Loughry papers have been arranged into four series, with one series further divided into three subseries. The physical materials are housed in seven boxes. Additional scope and content information can be found in the Series and Subseries Scope and Content Notes.

[Return to Table of Contents](#)

System of Arrangement

Series I: Intellivision, 1978-1986

Subseries A: Administrative documents, 1978-1986

Subseries B: Source code, 1980-1982

Subseries C: Mattel Children's Discovery System, 1980

Series II: Cheshire Engineering, 1982-1984

Series III: Activision, 1982-1989

Series IV: Accolade, 1984, 1988-1993

[Return to Table of Contents](#)

Administrative Information

Publication Statement

library@museumofplay.org

URL: <https://www.museumofplay.org/collections/brian-sutton-smith-library-archives-of-play/>

Brian Sutton-Smith Library and Archives of Play at The Strong

The Strong

One Manhattan Square

Rochester, NY 14607

Conditions Governing Access

This collection is open for research use by staff of The Strong and users of its library and archives. Source code is available to on-site researchers only.

Conditions Governing Use

Though the donor has not transferred intellectual property rights (including, but not limited to any copyright, trademark, and associated rights therein) to The Strong, they have given permission for The Strong to make copies in all media for museum, educational, and research purposes.

Immediate Source of Acquisition

The papers were donated to The Strong in April 2024 as a gift of Tom Loughry. The papers were accessioned by The Strong under object ID 123.4023 and were received from Tom Loughry in two bankers boxes.

Separated Materials

Loughry's donation also includes three-dimensional objects. The objects have been separated from the archival collection for proper storage. The three-dimensional objects include video games for the Intellivision, Sony PlayStation, Atari 5200, IBM/Tandy, and the Commodore 64. Other objects consist of pins, clothing, posters, and product packaging [Activity ID 15671].

Processing Information

Stephanie Ball, March 2025.

[Return to Table of Contents](#)

Controlled Access Headings

- Advertising flier
- Alcazar: The Forgotten Fortress (Video game)
- Beamrider (Video game)
- Catalog
- Commodore 64 (Computer) -- Programming
- Dreadnaught Factor (Video game)
- Dungeons and Dragons -- Video games
- Electronic games -- History
- Electronic games industry -- United States
- Games -- Software
- Gun Boat (Computer game)
- Intellivision (Video game console)
- Marketing
- Product sell sheets
- Programming
- Source code (Computer science)
- Speed Racer in the Challenge of Racer X (Computer game)
- Steel Thunder (Computer game)
- Sub Hunt (Video game)
- Test Drive III: The Passion (Computer game)
- Video game designers
- Video game industry
- Video games -- History
- Video games -- History -- 20th century
- Video games -- Marketing
- Worm Whomper (Video game)
- Activision (Firm)
- Accolade, Inc.
- Mattel Electronics
- Cheshire Engineering (Firm)

[Return to Table of Contents](#)

Collection Inventory

Title/Description	Instances
-------------------	-----------

Series I: Intellivision, 1978-1986**Series Scope and Content Note**

This series documents Tom Loughry's time creating games for Intellivision and includes source code, administrative documents, and information on the development of the Mattel Children's Discovery System [Mattel CDS]. The materials are dated from 1978 to 1986, with the bulk of the materials dated between 1980 and 1982.

The Intellivision home video game console was designed by Mattel Electronics in 1979. By 1981, Mattel Electronics had close to 20 percent of the United States video game market. Mattel sold its video game assets in 1984 to what eventually became INTV Corporation. The Intellivision was discontinued in 1990.

The administrative documents include catalogs, game instructions, cartridge schedules and priority lists, game proposals, unused game designs, marketing materials, and more. Of interest in folder nine is the document titled "Obscure Guidelines for Intellivision Programming" that describes in detail non-standard procedures for coding Intellivision game cartridges.

Some of the games represented in the Source Code subseries are *Asteroids*, *Advanced D&D*, *Boxing*, *Minotaur*, and *Sub Hunt*. Source code is available to on-site researchers only.

The documents in the Mattel CDS subseries includes code for the Exec system, Fast Exec, Handshake, and *Math Quiz*. It also includes handwritten notes related to designing the Mattel CDS.

Title/Description	Instances
-------------------	-----------

Subseries A: Administrative, 1978-1986**Subseries Scope and Content Note**

This subseries consists of documents related to Intellivision Inc. and includes marketing materials such as sell sheets, brochures, and catalogs. The subseries also contains cartridge release schedules, game development documentation, proposals, and game instructions. The materials are dated from 1978 until 1986 with the bulk of the materials dated between 1980 and 1982.

Of note are the folders titled "Obscure documents." The two folders, numbers eight and nine, are comprised of start and/or reset cheat codes, keypad hardware codes, Fast Exec information, master component memory map, and more.

Title/Description	Instances
-------------------	-----------

Amusement Machine catalog, 1981

box 1

folder 1

Cartridge release schedules and priorities, 1982

box 1

folder 2

Catalogs, 1981-1982	box 1	folder 3
Circuits reference material, undated	box 1	folder 4
EA catalog, undated	box 1	folder 5
Game instructions [Trench, Sub Hunt, KFoot, KSpace, Boxing, Royal Dealer, Reversi, AD&D, Minotaur], 1980-1982	box 1	folder 6
Game proposals, 1981 June	box 1	folder 7
"Obscure documents", 1981-1982	box 1	folder 8
"Obscure Guidelines for Intellivision Programming", 1982	box 1	folder 9
Sell sheets, brochures, and catalogs, 1978-1986	box 1	folder 10
Unused design proposals, 1981-1982	box 1	folder 11

Subseries B: Source code, 1980-1982

Subseries Scope and Content Note

This subseries contains source code for *Advanced D&D*, *Armor Battle*, *Boxing*, *Minotaur*, *Sub Hunt*, and more. The materials are dated between 1980 and 1982. Source code is available to on-site researchers only.

Title/Description	Instances	
Advanced D&D, 1982	box 1	folder 12

Armor Battle, 1980	box 1	folder 13
Asteroids, 1980	box 1	folder 14
Basketball, 1981	box 1	folder 15
Boxing, 1982	box 2	object 1
Boxing v 2.1, 1981 February	box 3	folder 1
Fast test source code, 1981 July	box 3	folder 2
"Krozar", 1981 March	box 3	folder 3
Minotaur, 1981	box 3	folder 4
Minotaur development documents and source code, 1981	box 3	folder 5
Sub Hunt, 1982	box 3	folder 6
Super Football map and source code, 1981	box 3	folder 7
Target, 1980	box 3	folder 8

Subseries C: Mattel Children's Discovery System, 1980

Subseries Scope and Content Note

This small subseries contains development documentation and code for the exec system, fast exec system, handshake, and *Math Quiz*. The subseries also contains handwritten notes about the Children's Discovery System.

The Children's Discovery System [Mattel CDS] was launched by Mattel Electronics in October 1981. Mattel CDS is an electronic educational toy targeted toward children ages 6 to 11. Mattel Electronics liquidated the CDS consoles in February 1984.

Title/Description	Instances	
Exec software code, 1980	box 3	folder 9
Handshake code, 1980	box 3	folder 10
COPS child computer handwritten notes, 1980	box 4	folder 1
Final house-Exec code, 1980 June 25	box 4	folder 2
Math Quiz cartridge code, 1980	box 4	folder 3

Series II: Cheshire Engineering, 1982-1984

Series Scope and Content Note

This series documents the day to day operations and projects of Cheshire Engineering's video game development and includes source code, marketing materials, reviews, and more for *Dreadnaught Factor* (1983), *Beamrider* (1983), *Worm Whomper* (1983), and "Star Siege." The marketing materials in the collection are comprised of game reviews, articles, sell sheets, advertisements, and game boxes.

Of interest is folder two "Administrative documents" in box six that contains business cards for the employees of Cheshire Engineering, an office party invitation, an information and services sheet, a business opening announcement, controller overlays, calendar inserts, a newspaper article, and a comic about Atari.

Cheshire Engineering was formed in 1982 by Shal Farley, Chris Lee, Tom Loughry, Will McCown, Kevin Miller, Dave Rolfe, and Larry Zwick. Cheshire Engineering was a group of computer science and electronic engineers focused on finding a cost-effective approach to developing computer based systems for a variety of applications including video game software, graphics systems, industrial control systems, software development tools, and more. The company was contracted to develop video games for the Atari 2600, ColecoVision, and Intellivision. Cheshire Engineering stopped producing video games after the 1984 "video game crash" but continues today [2025] as an engineering consulting firm.

Title/Description	Instances	
Beamrider reviews and sell sheets, 1983	box 4	folder 4
Dreadnaught Factor source code, 1983 August	box 4	folder 5
Dreadnaught Factor source code, 1983 November	box 4	folder 6
Dreadnaught Factor source code [ColecoVision], 1984	box 4	folder 7
Dreadnaught Factor articles, reviews, sell sheets, fliers, and boxes, 1983-1984	box 4	folder 8
Labrinth source code, 1984	box 5	object 1

Sell sheets, articles, and advertisements, 1983-1984	box 4	folder 9
"Star Siege" code, 1984	box 4	folder 10
"Steamroller" instructions, 1984	box 4	folder 11
Worm Whomper ads, articles, reviews, controller overlay draft, 1983-1984	box 6	folder 1
Administrative documents, 1982-1983	box 6	folder 2

Series III: Activision, 1982-1989

Series Scope and Content Note

This series consists of documents collected while Loughry produced video games for Activision. The series contains sell sheets, advertisements, and reviews for *Advanced D&D* and *Alcazar: The Forgotten Fortress* (1985). Also included in the series are Activision annual reports, proposals, catalogs, a newsletter, and press kits. Of interest are the direct mailers in folder ten that document Activision's first attempt at advertising through direct mail. The folders titled CES [Consumer Electronics Show] include information from Activision on rules for attending CES and information about the conference. These folders also include name badges for Tom Loughry.

Title/Description	Instances	
Advanced D&D advertisements and reviews, 1983-1984	box 6	folder 3
Alcazar sell sheets, advertisements, and memo, 1985, 1989	box 6	folder 4
Annual reports, 1982,1984	box 6	folder 5
Catalogs, 1982-1984	box 6	folder 6

CES [Consumer Electronics Show], 1982	box 6	folder 7
CES [Consumer Electronics Show], 1983 June	box 6	folder 8
CES [Consumer Electronics Show], 1984 Winter	box 6	folder 9
Direct mailers, 1984	box 6	folder 10
Newsletter, 1986 Spring	box 6	folder 11
Preliminary prospectus, 1983 April 28	box 6	folder 12
Press kits, 1983-1984	box 6	folder 13

Series IV: Accolade, 1984, 1988-1993

Series Scope and Content Note

This series documents Loughry's development of *Steel Thunder*, *Gun Boat*, *Speed Racer*, and *Test Drive III* for video game company Accolade. The materials are comprised of sell sheets, reference photographs of gun boats and tanks, design documents and source code. Source code is available to on-site researchers only.

Title/Description	Instances	
CES, 1989	box 6	folder 14
"Enter" newsletter, 1989 Winter	box 6	folder 15
Grand Prix Unlimited sell sheet, 1992	box 6	folder 16

Gun Boat reference, photographs, and sell sheets, 1989-1990

box 6

folder 17

Steel Thunder reference, photographs, design documents, sell sheets, 1988

box 6

folder 18

Steel Thunder source code, 1984

box 7

object 1

Speed Racer bumper sticker, photograph, and sell sheet, 1993

box 6

folder 19

Test Drive III reference, game instructions, photograph, and sell sheets, 1992

box 6

folder 20