

**Collection #
M 1515**

**PEGGY NICHOLSON POWIS
COLLECTION, 1973-1994**

Collection Information	1
Biographical Sketch	2
Scope and Content Note	4
Contents	5

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COLLECTION INFORMATION

VOLUME OF COLLECTION:	1 manuscript box, 3 folders of photographs, 2 OVB Graphics folders, 1 artifact
COLLECTION DATES:	1973-1994
PROVENANCE:	Peggy Powis, 2021
RESTRICTIONS:	None
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ALTERNATE FORMATS:	
RELATED HOLDINGS:	“Rebuilding Indianapolis: The Sports Initiative” Oral Histories (M1025); Time for Timothy (M1249); Hook’s Drugstores Archive (P0570)
ACCESSION NUMBER:	2021.0099
NOTES:	

BIOGRAPHICAL SKETCH

Peggy Powis was born Peggy Ann Rhoads in March 1950 in Terre Haute, Indiana. She attended Vigo County Public Schools, including Gerstmeyer High School (Class of 1968), where she was involved in a number of extracurricular activities and served as class president her junior and senior years. She then attended Indiana State University where she became heavily involved in theatre, both during the school year and during summer breaks. She graduated in 1972 with Bachelor of Science degrees in Speech and English. She was married briefly, changing her name to Peggy Nicholson, and moved to Indianapolis.

Right out of college Peggy was hired at LS Ayres as a Production Layout Artist, but Peggy wanted a more impactful job. In 1973 she joined the Equal Opportunity Housing Office in Indianapolis as a community outreach worker. After a brief stint as advertising manager at the *Speedway Suburban Press*, Peggy was hired as a neighborhood consultant at the federally funded Human Relations Consortium. In this role she worked to develop materials and systems for handling the pending school desegregation plan. This role led her to the WTTV-4 television station, where she landed a job as the host of a children's program.

On the "Peggy's World" show (later "Popeye and Peggy"), Peggy introduced cartoons and talked to kids on the air. She soon developed her signature sign-off, "Smo-o-o-th sailing!" Like everyone at Channel 4 in those days, she had behind-the-scenes tasks too, which for her included research and production on special programs. As a television personality, she relished the opportunity to entertain the public during personal appearances. Additional television roles followed in the early 1980s, including "Peggy and the Vantastics" on WTHR Channel 13, in which she and a van of kids traveled to different sites in Indiana, and "Peggy's 59er Diner" on WPDS.

In 1979, Peggy also began a long relationship with a new animation studio in Indianapolis called Perennial Pictures. Peggy did voice work on many Perennial projects, including "A Merry Mirthworm Christmas" (1984), "Mirthworms on Stage" (1989), and others.

In 1981, Peggy established her own private marketing firm, Peggy Nicholson Marketing. Clients included the Indiana Sports Corporation, the 500 Festival, Brandywine Hall (a short-lived Country & Western venue in Greenfield), and the Indianapolis Children's Museum.

In 1985 Peggy married Hook's Pharmacy executive Rick Powis. That year she was also hired full-time as the Director of Marketing and Special Events for the Indiana Sports Corporation. But in 1989 her husband's career would require her to move away from Indianapolis and the network she had built. She liquidated her marketing company and the pair moved to Providence, Rhode Island, where Peggy focused on volunteer work.

Another stint in Indianapolis from 1992-1994 found Peggy employed by the James Whitcomb Riley Memorial Association. After that the couple moved to Alexandria Virginia, then Tampa Florida, then coastal Maine. By the time the couple was able to return to Indianapolis in 2016, Peggy was retired.

Never one to rest on her laurels, Peggy remains active with Perennial Pictures voice work, and she and Rick volunteer at the Gennesaret Free Clinics, the Martin Luther King Community Center, and the Tarkington Tower Condominium Association and enjoy daily walks together in Crown Hill Cemetery.

Sources:

Brian D. Smith, "Where Are They Now?" *Indianapolis Monthly*, July 1999

Julie Young, "Don't Touch That Dial: The Famous Faces of WTTV Channel 4," *Traces*, Summer 2012

Materials in the collection

"Peggy Powis" Internet Movie Database, <https://www.imdb.com/name/nm0694652/>

Peggy Powis email message to Matt Holdzkorn, 28 April 2023

Richard K. Shull, "WTTV 'Sold' For \$73 Million," *Indianapolis News*, 10 Nov 1983

SCOPE AND CONTENT NOTE

This collection consists of materials from Peggy Nicholson Powis' active and varied career in the Indianapolis area. Highlights include a collection of programs from performances at Brandywine Hall by acts like Waylon Jennings, Roy Orbison, George Jones, and others. Also included are a group of newsletters from the Indiana Sports Corporation in the mid-1980s. Oversized items are Perennial Pictures animation cels from a 1979 Railroadmen's Federal Savings and Loan commercial and "A Merry Mirthworm Christmas." Also notable is an unpublished manuscript about the history of Hook's Drugs by author Edward A. Leary.

CONTENTS

CONTENTS

LS Ayres advertising department, 1973

LS Ayres advertising department, 1973

Artifact: LS Ayres advertisement printing plate

Equal Housing Opportunity Office, Human Relations Consortium, circa 1974

Human Relations Consortium, circa 1974

Peggy Nicholson, circa 1979

Perennial Pictures animation cel, Railroadmen's Federal Savings and Loan commercial, 1979

WTTV-4 advertising, Lindner's Dairy circus promotion, 1979

Brandywine Hall programs, 1981

Brandywine Kids Day Benefit poster, 22 Nov. 1981

Brandywine Hall profit & loss statements, Dec. 1981-March 1982

Thank you letters and other correspondence, Indiana Sports Corporation, 1982-1987, n.d.

Indiana Sports Corporation, circa 1982-1986

White River Park State Games theme song, circa 1984

Perennial Pictures animation cel, "A Merry Mirthworm Christmas," 1984

Indiana Amateur Sportsletter (Indiana Sports Corp.), n.d., June 1985-Fall 1987

CONTAINER

Box 1, Folder 1

Photographs:
Folder 1

Box 1, Folder 2

Box 1, Folder 3

Photographs:
Folder 2

Photographs:
Folder 3

OVB Graphics:
Folder 1

Box 1, Folder 4

Box 1, Folder 5

Box 1, Folder 6

Box 1, Folder 7

Box 1, Folder 8

Photographs:
Folder 4

Box 1, Folder 9

OVB Graphics:
Folder 2

Box 1, Folder 10

Correspondence regarding independent marketing business, 1987	Box 1, Folder 11
Indianapolis Children's Museum, 1988-1989	Box 1, Folder 12
Camp Riley, 1994	Box 1, Folder 13
Draft, <i>Prospect to Enterprise: The Story of Hook Drugs, Inc.</i> by Edward A. Leary, n.d.	Box 1, Folder 14
Inkjet photographs, Rick Powis on "Good Morning Terre Haute," circa 1986	Box 1, Folder 15