

SECURITIES AND EXCHANGE COMMISSION  
Washington, D. C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15 (d) of the Securities Exchange Act of 1934

August 18, 2004

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Date of Report (Date of Earliest Event Reported)

**THE PEOPLES HOLDING COMPANY**

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(Exact Name of Registrant as Specified in its Charter)

Mississippi

1-13253

64-0676974

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(State or Other Jurisdiction of  
Incorporation)

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(Commission File Number)

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(I.R.S. Employer Identification  
Number)

209 Troy Street, Tupelo, Mississippi 38802-0709

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(Address of Principal Executive Offices)(Zip Code)

Registrant's Telephone Number: (662)680-1001

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ITEM 7: FINANCIAL STATEMENTS, PRO FORMA FINANCIAL INFORMATION AND EXHIBITS.

(c) The following exhibit is filed herewith:

99.1 Press Release, dated August 18, 2004, issued by The Peoples Holding Company.

ITEM 9: REGULATION FD DISCLOSURE.

On August 18, 2004, The Peoples Holding Company issued a press release announcing the declaration of a quarterly cash dividend on its common stock of \$0.21 per share payable October 1, 2004, to its shareholders of record on September 20, 2004. This reflects a \$0.01 per share increase in its quarterly cash dividend. The press release is furnished as Exhibit 99.1 to this Form 8-K.

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SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

THE PEOPLES HOLDING COMPANY

Registrant

/s/ E. Robinson McGraw

DATE: August 18, 2004

E. Robinson McGraw  
President & Chief Executive Officer

EXHIBIT INDEX

EXHIBIT NUMBER	DESCRIPTION
99.1	Press Release, dated August 18, 2004, issued by The Peoples Holding Company.

**The Peoples Holding Company (AMEX: PHC)**  
**P.O. Box 709**  
**Tupelo, MS 38801-0709**  
**Phone: (662) 680-1001**  
**Fax: (662) 680-1234**  
**www.phcfc.com**

## **Press Release**

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**For additional information, contact:**

**Jim Gray**  
**Executive Vice President, Investor Relations & Planning Director**  
**(662) 680-1217**

**Stuart Johnson**  
**Executive Vice President & Chief Financial Officer**  
**(662) 680-1472**

**Date:      August 18, 2004**

### **The Peoples Holding Company Declares Dividend**

At the monthly meeting on Tuesday, August 17, 2004, the board of directors of The Peoples Holding Company (AMEX: PHC) approved the payment of a quarterly cash dividend of twenty-one cents (\$0.21) per share to be paid October 1, 2004, to shareholders of record September 20, 2004. This dividend represents a one-cent increase per share compared to the first quarter of 2004.

The Peoples Holding Company is the parent of The Peoples Bank & Trust Company, Mississippi's fourth largest commercial bank headquartered in the state, The Peoples Insurance Agency, Inc. and Renasant Bank of Germantown, Tennessee. PHC has assets in excess of \$1.6 billion and operates 48 community bank, insurance and financial services offices in 29 cities in Mississippi and Tennessee.