FORM 5

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Machinaton	$D \subset$	205/10
Washington,	D.C.	20549

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OMB APPROVAL									
OMB Number: 3235-0362									
Estimated average burden									

hours per response:

	Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).
\neg	Form 3 Holdings Reported

ANNUAL STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Forms	Holdings Rep	ortea.														
Form 4	Transactions I	Reported.	File					e Securities Exch ment Company A								
1. Name and Address of Reporting Person* MICHAEL C LARRY								Trading Symbol GCO PHC		S. Relationship of Reporting Person(s) to Iss (Check all applicable) X Director 10% Ov.						
(Last) C/O PEC	3. Statem 12/31/20		Issuer's	s Fisca	ıl Year Ended (Mo	/Year)		Officer (give title below)		Other (spe below)						
209 TROY STREET (Street) TUPELO MS 38802-0709				4. If Amer	4. If Amendment, Date of Original Filed (Month/Day/Year)							G. Individual or Joint/Group Filing (Check Applicable Line) X Form filed by One Reporting Person Form filed by More than One Reporting Person				
(City)	(Si	ate) (Zip)													
		Tab	le I - Non-Deriv	ative Sec	uritie	es Ac	quire	ed, Disposed	of, or	Benefici	ally Owr	ed				
1. Title of Security (Instr. 3) 2. Transaction Date (Month/Day/Year)			2A. Deemed Execution Date, if any (Month/Day/Year)		3. Transaction Code (Instr. 8)				or Disposed	5. Amount of Securities Beneficially Owned at end of		Ownership Form: Direct		Nature of direct eneficial wnership		
	(monangay)	reary	5)		Amount	(A) or (D)	Price	Issuer'	Issuer's Fiscal Year (Instr. 3 and			(Instr. 4)				
Common								11,1	81.8638							
		Ta	able II - Deriva (e.g., p					, Disposed o ons, convert				t l				
1. Title of Derivative Conversion Security (Instr. 3) Price of Conversion Price of Conversion Date (Month/Day/Year) (Month/Day/Year)			Execution Date, if any	4. Transaction Code (Instr. 8)	ransaction of Expira Code (Instr. Derivative (Month			Exercisable and ion Date Day/Year)	7. Title Amoun Securit Underl	nt of ties	8. Price of Derivative Security (Instr. 5)		e (10. Ownership Form: Direct (D)	11. Nature of Indirect Beneficial Ownership	

Security (Instr. 3)	conversion or Exercise Price of Derivative Security	(Month/Day/Year)	Execution Date, if any (Month/Day/Year)	Code (Instr. 8)	Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		Expiration Date (Month/Day/Year)		Amount or Securities Underlying Derivative Security (Instr. 3 and 4)		Security (Instr. 5)	Securities Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	Form: Direct (D) or Indirect (I) (Instr. 4)	of indirect Beneficial Ownership (Instr. 4)
					(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Phantom Stock	(1)						(1)	(1)	Common Stock	940.06		940.06	D	

Explanation of Responses:

1. The Phantom Stock Units are to be settled 100% in common stock upon the reporting person's retirement or upon approved request for hardship reasons. The conversion or exercise price is one phantom stock unit for one share of the Company's common stock.

<u>Larry Michael</u> <u>02/14/2005</u>

** Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

- * If the form is filed by more than one reporting person, see Instruction 4 (b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.