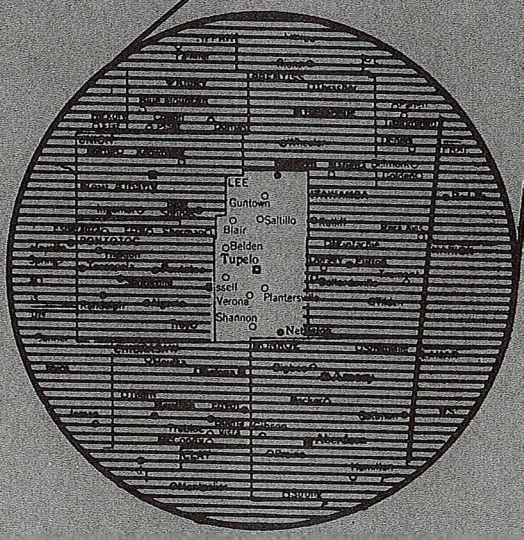
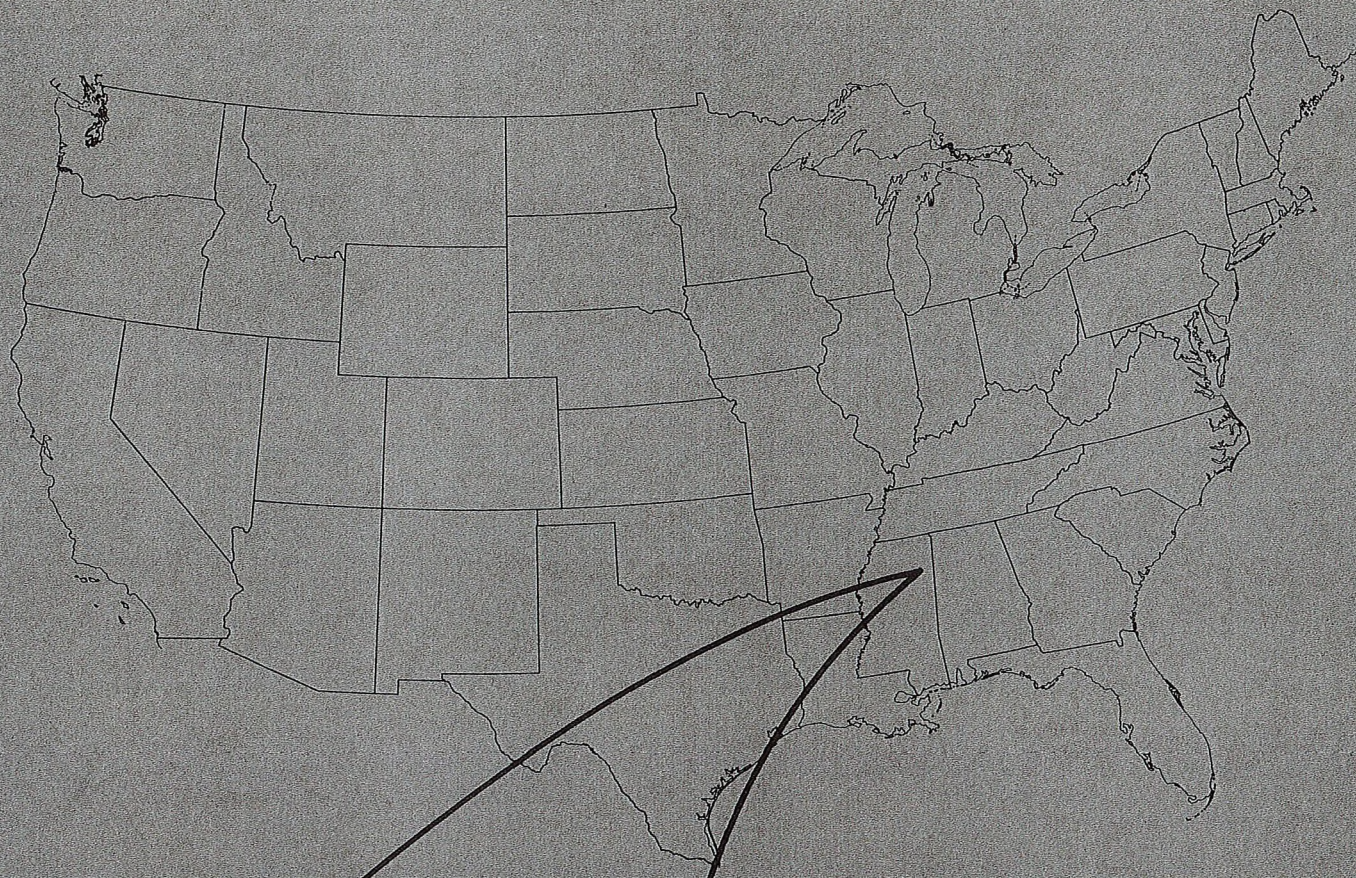


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# A SPECIAL STUDY OF



## LEE COUNTY BAPTIST ASSOCIATION, MISSISSIPPI



DEPARTMENT OF SURVEY AND SPECIAL STUDIES HOME MISSION BOARD S.B.C.

A SPECIAL STUDY OF THE LEE COUNTY BAPTIST ASSOCIATION OF  
TUPELO, MISSISSIPPI

May, 1970

Jointly prepared by the  
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Nashville, Tennessee

## ACKNOWLEDGEMENTS

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A SPECIAL STUDY OF THE  
LEE COUNTY BAPTIST ASSOCIATION

The following report is an attempt to analyze the past trends in the population, economy, and LCBA churches and predict the possible conditions which will affect these churches during this decade. The purpose of this report is to provide a sourcebook for planning by the LCBA. Since the primary focus is on the Association, churches interested in long range planning may receive indirect assistance by referring to the numerous professional sources quoted in this report and by copying the methods of analysis of church data. None of the projections regarding church outreach or organizations are presented as goals; they should be received only as mechanically produced extensions of past trends. Many factors can alter these trends in population growth or evangelistic outreach; however, these projections do indicate the direction in which the Association is headed if nothing occurs or is done to alter the trends.

BRIEF HISTORICAL BACKGROUND

"Tupelo's location at the junction of the Gulf, Mobile and Ohio Railroad and the St. Louis, San Francisco Railroad coupled with the opportunity to serve as trading center of a potentially, rich agricultural area, has set the pattern of development and growth of the community since its beginning.

"The Chickasaw Indians were the first people to settle in what is now Lee County. Loving this fertile country with plenty of game for good hunting, they successfully defended it against the French throughout the latter's occupation of the Mississippi Valley.

"The City was established in 1860 under the name of Gum Pond and was a temporary station on the New Gulf, Mobile and Ohio Railroad. Later, the citizens wished to honor the trees that had supplied the timber for their homes, so they changed the name to Tupelo. (Indian Lodging Place). In October, 1866, Lee County was formed from Itawamba and Pontotoc counties, and Tupelo was named the county seat, and received its charter July 20, 1870.

"Tupelo began a rapid development following the arrival of the Memphis and Birmingham Railroad in 1887 (now the St. Louis and San Francisco Railroad). This gave the town rail transportation in all directions and enabled it to develop in a more substantial way.

"The county has been a pioneer for progress in many fields. Among other things, this has taken place in road building, agriculture, cattle, poultry, community health and the area of industry in general.

"The most outstanding forward step in the past twenty years has been the establishment of the Community Development Foundation in 1948, for by it Lee County and Tupelo showed themselves to be leaders for progress and improvement to the area and the program has had substantial influence on community improvement programs in the State, the Nation, and even much of the world.

"All functions of the Community Development Foundation are supported financially by the Businessmen, the City of Tupelo, and the Lee County Board of Supervisors. The 1969 activities are financed under a \$101,000 budget.

"The most recent forward step was the establishment of the Lee County Council of Governments in 1969. The eight municipalities; Tupelo, Shannon, Nettleton, Verona, Plantersville, Guntown, Baldwyn, Saltillo, in Lee County, Mississippi, formed this public entity for the purpose of effective coordinated long-range planning and efficient inter-governmental relations. As a result of the outstanding progress made in people development and in people care programs the City received in 1968 one of the "All America City" awards from Look and the National Municipal League."

Source: Community Development Foundation

#### THE PHYSICAL, SOCIAL, AND ECONOMIC SETTING

The earliest beginnings of Tupelo, like any small city throughout the South, was related to the intersection of main transportation routes. The people of Tupelo and Lee County have taken advantage of such strategic factors and built the City as a manufacturing and service center for a very broad region. Figure 1 displays the strategic locational factors which, when coupled with aggressive developmental efforts by the local citizens, have given it the distinction of an "All America City." The size of the wholesale distribution activities is comparable to Memphis, Jackson, and Birmingham. Even a brief stay in Tupelo impresses the visitor with the strong orientation of the area to Memphis, 104 miles away. A similar but not as strong an orientation can be noted to Birmingham, 143 miles southeast, and to Jackson, 170 miles southwest.

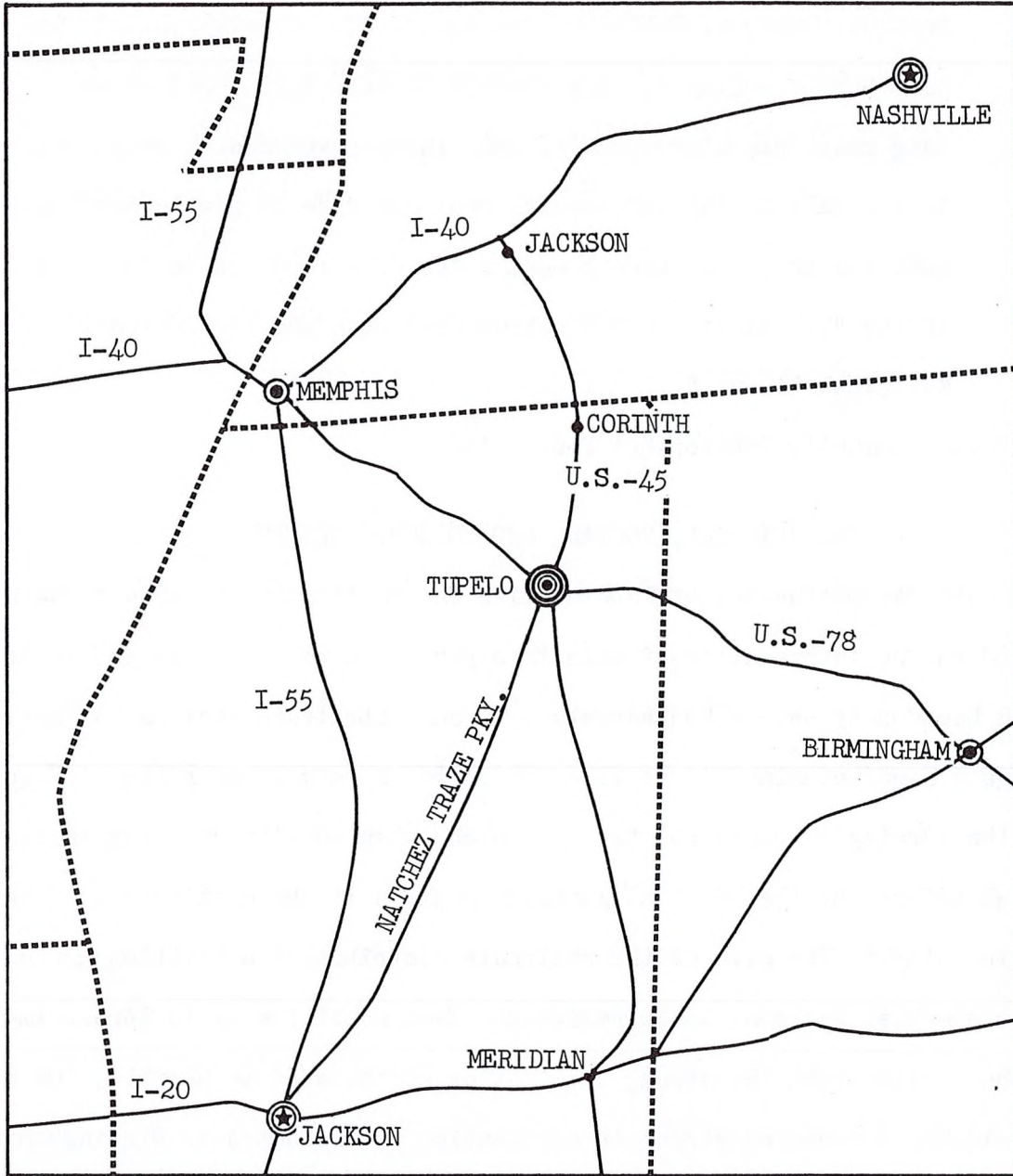


Fig. 1--Geographical Location of Tupelo, Mississippi.

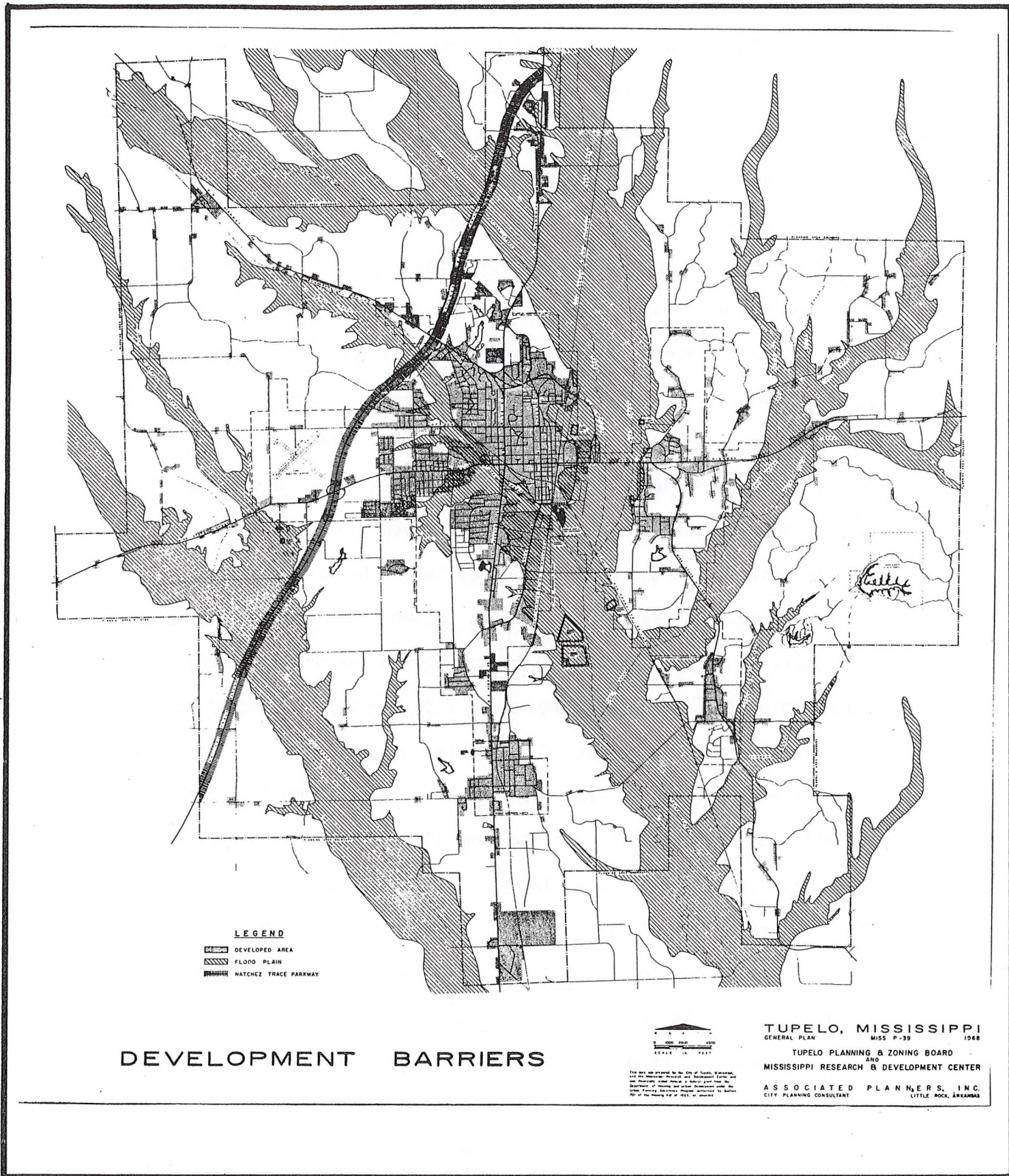


Fig. 2--Development Barriers in the Tupelo Planning Area.

The Land Use Map, Figure 2, prepared by Associated Planners, Incorporated, of Little Rock, Arkansas, is available in the City's Comprehensive Plan. It graphically illustrates the development barriers as nearly fateful to the direction of the future development. The following several paragraphs taken from the Comprehensive Plan, speak most authoritatively to this issue:

"The Land Use Map illustrates the effects of barriers such as the flood plain and the numerous railroads and highways which converge within the area. Development within the corporate areas has been divided into four rather distinct segments by the flood plains. U.S. Highway 45 divides the City still further. The railroads generally follow the edge of the flood plains, and do not divide the City further although they reinforce the flood plain barrier.

"In addition to the problem created by the barriers to growth, several other land use problems exist. Among these are the location of industries along railroads without adequate access to highways and strip commercial development along U.S. Highways 45 and 78 which are creating numerous points of access and congestion.

"The most serious of the existing land use problems is the incompatibility of land use with the land itself. This is a result of development within the flood plains areas and/or poor soil areas. While virtually all of the soil in the Tupelo Planning Area is poor, the soil to the east of Town Creek is the most suitable for building. Due to the fact that much of the soil is clay, sewers are a necessity in most areas, and care must be taken in construction. Unfortunately, most construction has taken place in areas of very poor soil, and it would appear that future development will also take place in areas of equally poor soil.

"In addition to dividing the Tupelo area into numerous segments,

the flood plain has more indirect effects upon development. As development takes place, runoff of water into flood plains is more rapid. Less water can be absorbed by land which has been developed. These factors will combine to result in floods which take place more quickly after rainfall and which will reach a higher level. This problem is further aggravated by any filling which may take place within the flood plain itself.

"Although the problem of flooding may be lessened by the completion of flood control projects, the soils within the flood plain areas which are difficult to drain will remain unsuitable for construction."

Table 1 illustrates the phenomenal growth in manufacturing, employment, and manufacturing wages paid in Lee County since 1950. From 1950 to 1955, approximately 1,000 jobs were added, during the next two five year periods, 2,000 more jobs each were added, while from 1965 to 1968, 2,500 more jobs were added. To illustrate the phenomenal character of the industrial growth, one-half of the net gain in manufacturing jobs in Mississippi during the last several years was accounted for in the Tupelo area. The present industrial park is nearly fully developed and two new locations are proposed. The most definite one is approximately ten miles south of the City with firm commitments as to location and one or two interested parties considering the site. The other location is less definite but will possibly be related to either highway 45 North or 78 North.

TABLE 1  
MANUFACTURING EMPLOYMENT AND TOTAL WAGES PAID IN LEE COUNTY  
1950-1968<sup>a</sup>

Year	Employment	Wages
1950 . . . . .	1,956	3,952,460
1955 . . . . .	2,935	8,381,682
1960 . . . . .	4,703	15,832,100
1965 . . . . .	6,638	25,296,000
1968 . . . . .	9,149	42,705,213

#### POPULATION FORECAST

The data discussed on economy prepares us to look for population increases, especially in the Tupelo area. In 1960 the population of Lee County was reported at 40,589 and in 1965 it was estimated to have increased by 5,626 to a total of 46,215, according to Ellen Bryant of the Mississippi State University. Table 2 shows these data for the County by race.

TABLE 2  
POPULATION OF LEE COUNTY 1960 AND 1965 BY RACE<sup>a</sup>

Year	White	Non-White	Total
1960 . . . . .	30,300	10,289	40,589
1965 . . . . .	35,117	11,098	46,215
Net Change '60-'65 . . . . .	4,817	809	5,626

<sup>a</sup>Ellen Bryant, Mississippi State University, 1965.

Population increases were noted both for the white and non-white population though 86% of the increase were white population while only 14% of the increase were non-whites, mainly Negroes.

Table 3 displays the change in population and the projections through 1980 for Tupelo, then the larger Tupelo planning area which includes Verona and Plantersville. In 1970 two-thirds of the County's population is expected to be re-

ported by the census as living within the Tupelo Planning Area while the other one-third will reside in the rural areas and the villages and towns.

TABLE 3  
POPULATION PROJECTIONS FOR LEE COUNTY BY URBAN AND RURAL AREAS<sup>a</sup>

Year	Lee County			
	Tupelo	Total Tupelo Planning Area	Outside Tupelo Planning Area	Total County
1960 . . . . .	17,221	b	b	40,489
1970 . . . . .	25,709	32,400	16,683	49,083
1975 . . . . .	30,824	38,300	17,146	55,446
1980 . . . . .	36,694	45,600	17,650	63,250

<sup>a</sup>Mississippi Research and Development Center.

<sup>b</sup>Not available.

According to these projections the rural areas are expected to increase at a very slight rate; however, several recent developments, which were probably not accounted for in these projections by the Mississippi Research and Development Center, will probably alter the figures. The two primary factors are related to federal funding available through the ten-county Tennessee-Tombigbee Housing program sponsored by HUD. Because of this program, an estimated 1,000 rural homes will be built during this year, 1970. The second program is the rural water associations similar to REA which brought electricity to the rural dwellings several decades ago.

Southern Bell Telephone Company produces estimates concerning the number of households they can expect in their various exchanges so they can plan for adequate equipment to offer the needed services of changing clientele. Table 4 shows their projections for the exchanges in Lee County.

TABLE 4

ESTIMATED NUMBER OF HOUSEHOLDS IN LEE COUNTY  
JANUARY 1, 1970 TO JANUARY 1, 1981<sup>a</sup>

Exchange	January 1		
	1970	1976	1981
Baldwin . . . . .	2,300	2,368	2,650
Saltillo . . . . .	1,177	1,395	1,600
Shannon . . . . .	950	1,018	1,113
Tupelo . . . . .	10,630	11,394	12,612
Verona . . . . .	991	1,332	1,570
Total . . . . .	16,048	17,507	19,545

<sup>a</sup>Southern Bell Telephone Company, Commercial Wire Center Forecasts.

#### THE RELIGIOUS SETTING

In 1964 the white churches of Lee County cooperated in a religious survey in which extensive data were gathered. Over 30,800 persons were interviewed throughout the County. The data revealed that 74.3% of the population indicated church affiliation. This is approximately 10% higher than the national average. The survey revealed there were approximately 3,275 persons nine years of age and older who were not members of any church while about 1,400 children under nine were not active in any church (not attending at least once a month). The non-members represented about 13% of the "mature" population while the inactive members represented 25% of the small children.

A later religious survey of Tupelo revealed that 84.7%, a very high percentage of the population, attends church regularly (at least once a month). The more recent survey also revealed the distribution of various religious groups as follows: Southern Baptists-52% of the population; Methodists-19%; Church of Christ-6.5%; Presbyterian-5.8%; Baptists (other than SBC)-4.2%; and Roman Catholic - 3.4%. Both religious surveys reported a very high percentage of coverage. The latter survey of Tupelo reported 88% of the homes contacted while the former

survey reported 96% coverage.

#### THE ASSOCIATIONAL SETTING

In 1969 there were 39 churches in the LCBA, 22 of these in rural locations, three in villages, six in towns and eight in the City. In 1965 there was one less church in the rural areas. Table 5 displays the change in church size over the last five years.

TABLE 5  
AVERAGE RESIDENT MEMBERS PER CHURCH, 1965 THROUGH 1969  
BY URBAN AND RURAL AREAS

Year	Areas		
	City	Town & Village	Rural
1965 . . . . .	527	219	145
1966 . . . . .	576	224	161
1967 . . . . .	588	237	157
1968 . . . . .	576	249	151
1969 . . . . .	591	263	154

This table reflects a consistent growth in the town and village churches while both the city and rural churches seem to have maintained the same approximate number of members per church since 1966.

Sunday School average weekly attendance is perhaps the best indicator of the general trend of participation in the church. Table 6 displays the number of persons attending Sunday School per 100 resident members. This does not mean there were 54% of the resident members attending Sunday School in the city churches in 1965 but it does compare the trend to the number of resident members. We would expect the rate (attenders per 100 members) to remain the same; that is, the total attendance should rise if the membership increases, or the reverse if there are declines. If all things are equal we could assume participation would

be the same if the churches held the same attraction for the population. If the churches were more attractive there would be a higher rate shown over time, while a lower rate would imply a lesser attraction. Table 6 indicates that all churches have had a lessening participation though the rural churches have not shown as much decline as the city or town and village churches.

TABLE 6  
SUNDAY SCHOOL ATTENDANCE RATE, 1965 THROUGH 1969  
BY URBAN AND RURAL AREAS

Year	Areas		
	City	Town & Village	Rural
1965 . . . . .	54	56	54
1966 . . . . .	51	54	53
1967 . . . . .	50	59	52
1968 . . . . .	50	49	52
1969 . . . . .	47	48	51

Another measure of the "effectiveness" of the churches in reaching out is the analysis of the components of membership change: additions by baptisms, transfer by church letter, and the net losses by outmigration, death or joining another church. Rates per 100 resident members were computed to aid in comparing data from 1960 through 1969. These rates are calculated only for the total Association because the urban and rural data displayed highly erratic patterns. Table 7 aids us in noting a downward trend in baptisms and losses, while the rate of additions by letters has remained rather constant. Note the highly irregular pattern of the losses which make the preparation of membership projections rather difficult. This will be discussed in the next section of the report.

TABLE 7

RATES<sup>a</sup> OF COMPONENTS OF MEMBERSHIP CHANGE  
1960 THROUGH 1969

Year	Rates		
	Baptisms	Letters	Losses
1960 . . . . .	5.4	6.5	8.9
1961 . . . . .	4.6	6.7	5.7
1962 . . . . .	4.0	6.6	10.0
1963 . . . . .	4.4	7.9	12.7
1964 . . . . .	5.4	7.6	6.7
1965 . . . . .	3.9	6.8	10.8
1966 . . . . .	5.5	6.8	2.3
1967 . . . . .	4.1	6.5	9.4
1968 . . . . .	3.1	5.4	9.6
1969 . . . . .	3.8	5.8	6.7

The final trends we will observe in the analysis of church data are related to the financial receipts and mission gifts. Table 8 shows the comparison of per capita church receipts and total mission gifts in 1965 through 1969.

TABLE 8

PER CAPITA TOTAL CHURCH RECEIPTS REPORTED BY THE CHURCHES  
1965 THROUGH 1969, FOR URBAN AND RURAL AREAS

Year	Areas			Total
	City	Village & Town	Rural	
1965 . . . . .	105.35	65.14	59.13	81.49
1966 . . . . .	105.72	72.51	57.07	82.18
1967 . . . . .	111.93	78.28	66.07	89.56
1968 . . . . .	123.27	85.77	68.26	97.01
1969 . . . . .	146.38	89.01	75.01	110.47

A comparison of the per capita income to the churches by rural and city members differs at a one-to-two basis; that is, for each dollar the rural churches receive per member, the city churches are taking in two dollars. The comparison of mission dillars, however, reveals an even wider discrepancy; with the rural member contributing six dollars, the village member fourteen, and the city member twenty-five.

TABLE 9

PER CAPITA TOTAL GIFTS TO ALL MISSION CAUSES REPORTED BY THE  
CHURCHES 1965 THROUGH 1969 FOR URBAN AND RURAL AREAS

Year	Areas			Total
	City	Village & Town	Rural	
1965 . . . . .	20.50	10.56	4.83	13.25
1966 . . . . .	17.07	11.07	4.46	11.59
1967 . . . . .	18.81	11.81	4.86	12.68
1968 . . . . .	20.67	13.36	5.37	14.05
1969 . . . . .	23.66	13.43	5.79	15.58

All of the data from which the calculations used in this section were based can be found on Table 13 in the Appendix.

#### MEMBERSHIP PROJECTION

This final section of the report will be built from the previous section by examining the trends in evangelistic outreach and membership mobility to estimate the number of members the LCBA will have in 1975. No projections can be made on the rural-urban basis, because no measureable trend was attempted concerning the membership components of change. See Table 7.

The membership projections are made by mechanically defining the extending the trends in baptisms, letters, and losses. This is accomplished by using the rates as defined for Table 7. Table 10 shows the three rates used in constructing the high, medium, and low membership projections on Table 11.

TABLE 10  
 PROJECTED RATES OF THE COMPONENTS OF MEMBERSHIP CHANGE,  
 1970 AND 1975

Year	Projection Series		
	Low	Medium	High
Baptism Rates			
1970 . . . . .	3.60	3.66	3.82
1975 . . . . .	2.80	3.10	3.90
Letter Rates			
1970 . . . . .	5.54	5.67	5.79
1975 . . . . .	4.54	5.19	5.78
Losses Rates			
1970 . . . . .	8.75	8.30	8.00
1975 . . . . .	10.75	8.50	7.00

The more favorable baptism and letter rates are the higher rates while the opposite is true for losses. The lower the losses, the more members remain in that church. Note that by adding the baptism and letter rate and subtracting the losses rate one can estimate the percentage change in members for that year. To illustrate, the combined addition rates for the high series in 1975 is 9.68 from which 7.00 is subtracted, giving a net change rate of 2.68 or an annual net increase of 2.68% for that year. The low projection calls for a net loss of 3.41%. Recall the comments concerning Table 7, how the inconsistent pattern of losses and the uncertainty of the other rates were said to have caused difficulty in making accurate projections. Table 11 displays the projected membership for the three series.

TABLE 11  
PROJECTED MEMBERSHIP, 1970 THROUGH 1975

Year	Projection Series		
	Low	Medium	High
1970 . . . . .	10,706	10,726	10,756
1971 . . . . .	10,753	10,814	10,905
1972 . . . . .	10,752	10,875	11,057
1973 . . . . .	10,703	10,908	11,214
1974 . . . . .	10,605	10,912	11,376
1975 . . . . .	10,461	10,888	11,542

The low membership projection anticipates that the churches will reach a peak in church members by early 1972 and thereafter begin to show net losses in resident members. The median membership projection anticipates the beginning of net losses to occur early in 1975; however, the high membership projection anticipates a net increase of approximately 140 members this year and by 1975 a net increase of approximately 165 members.

Table 12 is the final table in this section and gives the range in absolute numbers of baptisms, letters, and losses for 1970 and 1975.

TABLE 12  
PROJECTED NUMBER OF BAPTISMS, LETTERS AND LOSSES FOR  
1970 AND 1975

Year	Projection Series		
	Low	Medium	High
Persons Baptized			
1970 . . . . .	364	377	413
1975 . . . . .	275	323	445
Persons Received by Letter			
1970 . . . . .	566	595	622
1975 . . . . .	454	553	658
Persons Removed from Resident Roll (Losses)			
1970 . . . . .	883	884	887
1975 . . . . .	874	900	938

A careful study of this table reveals that the mechanical projections produced a very similar number of losses regardless of the projection series, while the greatest range in differences can be noted in baptisms and especially the strong downward trend in the low projection series. Numbers of additions by letter appear to be relatively stable, especially when these data are compared to the past record as revealed in Table 13 in the Appendix.

No efforts are made to project the participation rate based on the Sunday School average weekly attendance because the downward swing has intensified in the last several years and was not the trend of the whole decade. The current trend may be only temporary. The reader is probably better equipped by personal knowledge of the attitudes than this writer, and, therefore, only the following "guess" is suggested. If the attendance rate falls to 45 per 100 resident members, there will be only somewhere between 4,700 and 5,200 in attendance compared to 5,400 reported in 1967.

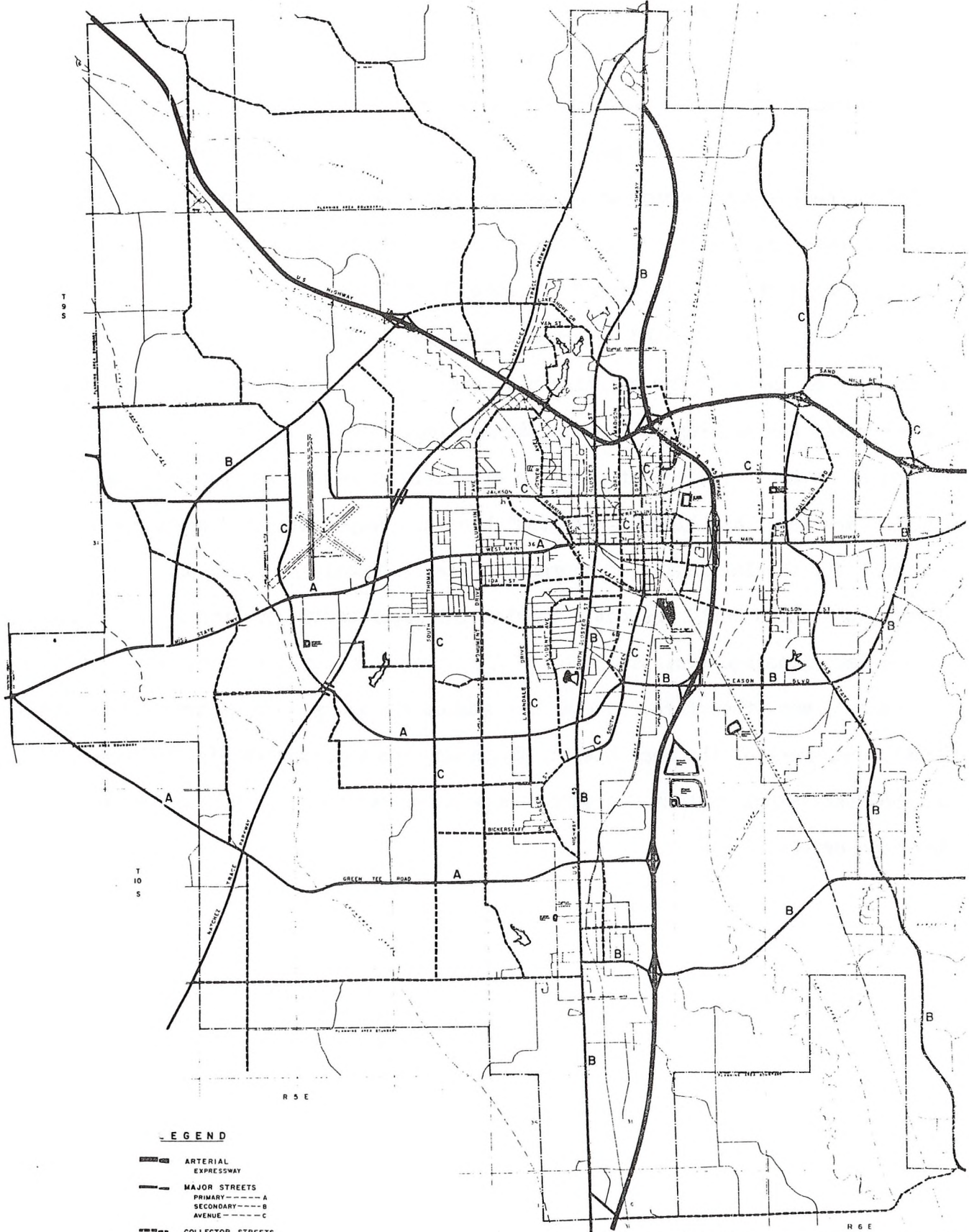
The financial data is even less predictable since the lesser active members drift to inactivity and the inner core persevere longer. There is no way to even "guess" about the church income except to rehearse the certainty that the national and local economic trends will affect the member's earning power and that he will usually give in proportion to his ability and motivation. In fact, financial data are the most deceptive of the indications of a church's "success" or "effectiveness," because many extraneous factors affect the total dollar figures that are reported.

#### CONCLUSIONS

The economy of Lee County has been traditionally geared to agriculture and somewhat to major transportation arteries. The prospects are that the rail and highway freight-oriented activities will move toward a dominant position in the economy with corresponding increase in the "service" sector of the industrial scene. The first several sections of this report revealed two very important

population facts related to the above statements: 1) population increases are expected to be in the Tupelo Planning Area while moderate gains can be anticipated in many of the rural areas; 2) Tupelo is in the process of becoming a highly segmented society with a very broad range in life-style expressed by peoples of many cultural and regional backgrounds. A high percentage of the employment in the County is composed of out-of-county commuters. As time passes and FHA loans are utilized in rural areas, some of these commuters will choose outlying areas of the County for their residence because of convenience of travel. At the same time, an increasing number of persons outside of the region can be expected as additional industries move in staff personnel to man their plants. It is doubtful that Southern Baptists will maintain the dominant position as reflected in the religious surveys taken this past decade.

The fall in participation rates, as noted in several sections of the report, may be an indication that many of the newcomers are seeking out other churches. The recent movers from Itawamba County probably sought out "anti-Board" Baptist churches, while residents from outside of the South probably sought out Catholic, Lutheran, and Episcopalian congregations. A relatively new development in the area is the new apartments which are being built. One hundred new units are nearing completion and 100 more are being planned for immediate construction. If the Southern Baptist participation rates continue to fall among the churches, there will very likely be a strong tendency to become preoccupied with efforts designed to assure institutional survival rather than the Biblical axiom that by giving we gain and by dying we live. Many deeply committed laymen and ministers are applying these principles in Lee County in relation to the recent racial tensions. Cooperative ventures which have characterized Southern Baptist relations with National Baptist brethren for many years must be maintained and strengthened, despite the recurrence of tensions. Concern for the physical renewal of housing in the run-down sections



LEGEND

- ARTERIAL EXPRESSWAY
- MAJOR STREETS
- PRIMARY
- SECONDARY
- AVENUE
- COLLECTOR STREETS
- MINOR STREETS (EXISTING)



This map was prepared for the City of Tupelo, Mississippi, and the Mississippi Research and Development Center and is hereby adopted as a basis for the Department of Public Works and Urban Development and the Urban Planning Institute Program authorized by Section 701 of the Housing Act of 1949, as amended.

### MAJOR STREET PLAN

TUPELO, MISSISSIPPI  
GENERAL PLAN MISS P-39 1968

TUPELO PLANNING & ZONING BOARD  
AND  
MISSISSIPPI RESEARCH & DEVELOPMENT CENTER

ASSOCIATED PLANNERS, INC  
CITY PLANNING CONSULTANT  
LITTLE ROCK, ARKANSAS

Fig. 3—Major Street Plan in Tupelo Mississippi.

of Tupelo was expressed by several laymen. Some persons doubt if this is church business and this writer is quick to admit a low rent apartment may not "save a soul," or heal a sick person as Jesus did, but support of such projects may prevent some unnecessary illness and disease and definitely speak louder of Christian compassion than saying "Be ye warmed." (James 2:16 K.J.V.).

Finally, the continued geographical sprawl of Tupelo should prompt a regular assessment of the need for starting new congregations. Figure 1 shows the major street plans for the Tupelo Planning Area. That plate plus Figure 2 can be used to assist in the selection of possible strategic sites for the future. One residential developer has already "offered" his full cooperation and seems to be waiting only for the initiative of church and associational leaders. One resort-type development which could present a substantial opportunity for summer time ministries is the Lake Piomingo Project. Much of the development will be "second home" type residences, and, therefore, special assistance should be sought through the Rural-Urban Department of the Home Mission Board and the Cooperative Mission Department of the Mississippi Baptist Convention once a substantial core of summer residences has been developed.

TABLE 13

## MISCELLANEOUS CHURCH DATA FOR LCBA, 1960-1969 BY RURAL AND URBAN AREAS

Area	Year									
	1960	1961	1962	1963	1964	1965	1966	1967	1968	1969
Resident Members										
Rural . . . . .	1,995	2,278	2,206	2,904	2,989	3,055	3,542	3,458	3,329	3,383
Village & Town. . .	1,669	1,780	1,787	1,866	1,981	1,974	2,014	2,129	2,244	2,364
City. . . . .	4,571	4,637	4,754	3,943	4,289	4,216	4,606	4,706	4,604	4,725
Total . . . . .	8,235	8,695	8,747	8,713	9,259	9,245	10,162	10,293	10,177	10,472
Baptisms										
Rural . . . . .	67	98	75	136	130	115	174	116	99	141
Village & Town. . .	100	94	94	72	72	61	77	117	98	111
City. . . . .	262	184	175	174	266	188	255	185	121	135
Total . . . . .	429	376	344	382	468	364	506	418	318	387
Letters										
Rural . . . . .	61	96	96	164	175	149	178	202	115	151
Village & Town. . .	113	109	104	96	99	133	108	137	111	131
City. . . . .	346	349	378	431	391	344	339	326	331	308
Total . . . . .	520	554	578	691	665	626	625	665	557	590
Sunday School Enrolment										
Rural . . . . .	1,724	1,774	1,771	2,327	2,416	2,516	2,837	2,930	2,742	2,787
Village & Town. . .	1,673	1,873	1,692	1,842	1,823	1,825	1,813	1,939	1,719	1,821
City. . . . .	4,665	4,678	4,290	3,963	4,213	4,354	4,382	4,442	4,489	4,383
Total . . . . .	8,062	8,325	7,753	8,132	8,452	8,695	9,032	9,311	8,950	8,991

TABLE 13--Continued

Area	Year									
	1960	1961	1962	1963	1964	1965	1966	1967	1968	1969
Sunday School Average Attendance										
Rural . . . . .	1,069	1,108	1,173	1,369	1,546	1,636	1,884	1,803	1,746	1,726
Village & Town. . .	1,000	950	889	1,130	1,113	1,105	1,091	1,248	1,095	1,134
City. . . . .	2,633	2,645	2,423	2,358	2,248	2,286	2,352	2,364	2,323	2,209
Total . . . . .	4,702	4,703	4,485	4,857	4,907	5,027	5,327	5,415	5,164	5,069
Total Receipts										
Rural . . . . .	73,262	67,362	75,728	123,573	133,508	180,659	202,166	228,473	227,252	253,787
Village & Town. . .	87,964	97,837	107,572	110,448	114,195	128,603	146,036	166,663	192,471	210,435
City. . . . .	369,870	363,711	377,006	374,714	406,884	444,196	486,967	526,767	567,568	691,662
Total . . . . .	531,096	528,910	560,306	608,735	654,587	753,458	835,169	921,903	987,291	1,155,884
Total Mission Gifts										
Rural . . . . .	4,615	5,358	4,731	9,177	12,710	14,777	15,804	16,827	17,881	19,616
Village & Town. . .	11,570	12,068	15,865	17,318	16,708	20,857	22,302	25,157	29,980	31,756
City. . . . .	89,668	78,447	91,772	84,099	84,855	86,867	79,673	88,538	95,186	111,813
Total . . . . .	105,853	95,873	112,368	110,594	114,273	122,501	117,779	130,522	143,047	163,185

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