FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

OMB Number:	3235-0287			
Estimated average b	burden			

hours per response:	0.5
Estimated average burden	

1. Nume and Address of Reporting Ferson			2. Issuer Name and Ticker or Trading Symbol <u>ST JOE CO</u> [Joe]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)						
DUPUNT ALFRED I TESTAMENTART				1	Director	Х	10% Owner			
<u>TRUST</u>				1	Officer (give title		Other (specify			
(Last) 4600 TOUCH	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 09/29/2003		below)		below)			
BUILDING 200, SUITE 500			4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Indiv Line)	6. Individual or Joint/Group Filing (Check Applicable Line)					
(Street)				X	Form filed by One F	eport	ing Person			
JACKSONVI	LLE FL	32246			Form filed by More Person	than C	One Reporting			
(City)	(State)	(Zip)								
		Table I - Non-Deriva	ative Securities Acquired, Disposed of, or Benef	icially	Owned					

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transa Code (8)		4. Securities A Disposed Of (Securities Beneficially	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	v	Amount	(A) or (D)	Price	Transaction(s) (Instr. 3 and 4)		(1150.4)
Common	09/29/2003		S		650,000	D	\$31.75	22,351,546	D	

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

		(
1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transa Code (8)		5. Nu of Deriv Secu Acqu (A) or Dispo of (D) (Instr and 5	rative rities ired r osed) . 3, 4	6. Date Exerc Expiration Da (Month/Day/Y	ate	7. Title Amoun Securi Under Deriva Securi and 4)	nt of ties ying tive ty (Instr. 3	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				

Explanation of Responses:

Remarks:

<u>Alfred I. duPont Testamentary</u> <u>Trust By: /s/ W. L. Thornton</u>

09/30/2003

** 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.