FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPRO	OVAL				
OMB Number:	3235-0287				
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

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

1. Name an		2. Issuer Name and Ticker or Trading Symbol ST JOE CO [JOE]										p of Reportin blicable) ctor	g Pers						
(Last) (First) (Middle) 4600 TOUCHTON ROAD						3. Date of Earliest Transaction (Month/Day/Year) 03/15/2004									Offic belov	er (give title w)		Other below)	(specify
BUILDING 200, SUITE 500						4. If Amendment, Date of Original Filed (Month/Day/Year)								6. Individual or Joint/Group Filing (Check Applicable Line)					
(Street) JACKSONVILLE FL 32246															X Form filed by One Reporting Person Form filed by More than One Reporting Person				
(City)	(St	ate) (2	Zip)																
	Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned																		
1. Title of Security (Instr. 3) 2. Transaction Date (Month/Day/						Execution Da			3. Transa Code (8)		4. Securities Acquired (A) o Disposed Of (D) (Instr. 3, 4 a			and 5) Secu Bend		icially d Following	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)		7. Nature of Indirect Beneficial Ownership (Instr. 4)
					Code	v	Amount	(A) oi (D)	Price		Trans	Transaction(s) Instr. 3 and 4)			(1130.4)				
Common	2004	004			S		23,000	D	\$40.	6525	1,567,278			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)	vative Conversion Date Execution or Exercise (Month/Day/Year) if any			emed on Date, (Day/Year)	4. Transaction Code (Instr. 8)		5. Nu of Deriv Secu Acqu (A) or Dispo of (D) (Instr and 5	ative rities ired osed	Expiration (Month/II) and display the display to t		Date Exercisable and piration Date onth/Day/Year) te		7. Title and Amount of Securities Underlying Derivative Security (Instr. : and 4) Amount or Number of Title Shares		ice of vative urity r. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transactions (Instr. 4)	O F D o (I	0. Ownership Form: Direct (D) Or Indirect O) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)

Explanation of Responses:

Remarks:

The Nemours Foundation
By:/s/ W. L. Thornton

03/15/2004

** 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.