

RHODES ROBERT M
Form 4
February 22, 2005

FORM 4

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2005
Estimated average burden hours per response... 0.5

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
RHODES ROBERT M

(Last) (First) (Middle)
245 RIVERSIDE AVENUE
(Street)

JACKSONVILLE, FL 32202

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
ST JOE CO [JOE]

3. Date of Earliest Transaction (Month/Day/Year)
02/17/2005

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
EVP

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
____ Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

| 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) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Ownership Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
| | | | Code | V | Amount | (A) or (D) | Price |
| Common Stock | 02/17/2005 | | M | | 28,750 | A | \$ 28.29 |
| Common Stock | 02/17/2005 | | M | | 37,500 | A | \$ 29 |
| Common Stock | 02/17/2005 | | S | | 300 | D | \$ 74.41 |
| Common Stock | 02/17/2005 | | S | | 59,600 | D | \$ 74.45 |
| Common Stock | 02/17/2005 | | S | | 700 | D | \$ 74.46 |
| | | | | | | | 30,037 |
| | | | | | | | 67,537 |
| | | | | | | | 67,237 |
| | | | | | | | 7,637 |
| | | | | | | | 6,937 |

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| | | | | | | | | |
|--------------|------------|---|-------|---|----------|-------|---|------------------|
| Common Stock | 02/17/2005 | S | 300 | D | \$ 74.47 | 6,637 | D | |
| Common Stock | 02/17/2005 | S | 800 | D | \$ 74.49 | 5,837 | D | |
| Common Stock | 02/17/2005 | S | 900 | D | \$ 74.5 | 4,937 | D | |
| Common Stock | 02/17/2005 | S | 300 | D | \$ 74.51 | 4,637 | D | |
| Common Stock | 02/17/2005 | S | 300 | D | \$ 74.53 | 4,337 | D | |
| Common Stock | 02/17/2005 | S | 2,050 | D | \$ 74.55 | 2,287 | D | |
| Common Stock | 02/17/2005 | S | 1,000 | D | \$ 74.6 | 1,287 | D | |
| Common Stock | | | | | | 577 | I | By JOEShare Plan |

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

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 control number.

SEC 1474
(9-02)

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. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | | |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--------|----------------------------|
| | | | | Code | V (A) (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares |
| Stock Option (right to buy) | \$ 28.29 | 02/17/2005 | | M | 28,750 | 01/02/2005 ⁽¹⁾ | 08/21/2011 | Common | 28,750 |
| Stock Option (right to buy) | \$ 29 | 02/17/2005 | | M | 37,500 | 08/19/2003 ⁽²⁾ | 08/19/2012 | Common | 37,500 |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|-----------|---------|-------|
| | Director | 10% Owner | Officer | Other |
| RHODES ROBERT M 245 RIVERSIDE AVENUE JACKSONVILLE, FL 32202 | | | EVP | |

Signatures

/s/ Reece B. Alford, by power of attorney

02/22/2005

__Signature of Reporting Person

Date

Explanation of Responses:

- * 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).
- (1) The options exercised vested on January 2, 2005, and the remaining options will vest on January 2, 2006.
- (2) The options exercised vested in two equal installments on August 19, 2003 and 2004, and the remaining options will vest in two equal installments on August 19, 2005 and 2006.

Remarks:

The transactions reflected in this Form were effected pursuant to a Rule 10b5-1 sales plan.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.