

RUMMELL PETER S
Form 4
December 05, 2005

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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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 *
RUMMELL PETER S

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

3. Date of Earliest Transaction (Month/Day/Year)
12/01/2005

Director 10% Owner
 Officer (give title below) Other (specify below)
Chairman & CEO

(Street)
JACKSONVILLE, FL 32202

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

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

(City) (State) (Zip)

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 Indirect Beneficial Ownership (Instr. 4)			
			Code	V	Amount (A) or Price (D)					
Common Stock	12/01/2005		S		100	D	\$ 66.74	139,900	I	By LLC
Common Stock	12/01/2005		S		600	D	\$ 66.75	139,300	I	By LLC
Common Stock	12/01/2005		S		200	D	\$ 66.78	139,100	I	By LLC
Common Stock	12/01/2005		S		100	D	\$ 66.79	139,000	I	By LLC
Common Stock	12/01/2005		S		3,200	D	\$ 66.8	135,800	I	By LLC

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Common Stock	12/01/2005	S	300	D	\$ 66.81	135,500	I	By LLC
Common Stock	12/01/2005	S	800	D	\$ 66.82	134,700	I	By LLC
Common Stock	12/01/2005	S	100	D	\$ 66.83	134,600	I	By LLC
Common Stock	12/01/2005	S	400	D	\$ 66.84	134,200	I	By LLC
Common Stock	12/01/2005	S	3,300	D	\$ 66.85	130,900	I	By LLC
Common Stock	12/01/2005	S	100	D	\$ 66.86	130,800	I	By LLC
Common Stock	12/01/2005	S	2,600	D	\$ 66.87	128,200	I	By LLC
Common Stock	12/01/2006	S	300	D	\$ 66.88	127,900	I	By LLC
Common Stock	12/01/2006	S	100	D	\$ 67	127,800	I	By LLC
Common Stock	12/01/2005	S	100	D	\$ 67.02	127,700	I	By LLC
Common Stock	12/01/2005	S	100	D	\$ 67.03	127,600	I	By LLC
Common Stock	12/01/2005	S	100	D	\$ 67.04	127,500	I	By LLC
Common Stock	12/01/2005	S	1,300	D	\$ 67.05	126,200	I	By LLC
Common Stock	12/01/2005	S	100	D	\$ 67.06	126,100	I	By LLC
Common Stock	12/01/2005	S	200	D	\$ 67.09	125,900	I	By LLC
Common Stock	12/01/2005	S	100	D	\$ 67.1	125,800	I	By LLC
Common Stock	12/01/2005	S	200	D	\$ 67.14	125,600	I	By LLC
Common Stock	12/01/2005	S	1,000	D	\$ 67.15	124,600	I	By LLC
Common Stock	12/01/2005	S	200	D	\$ 67.19	124,400	I	By LLC
Common Stock	12/01/2005	S	200	D	\$ 67.2	124,200	I	By LLC
	12/01/2005	S	2,400	D		121,800	I	By LLC

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Common Stock					\$ 67.25				
Common Stock	12/01/2005		S	100	D	\$ 67.28	121,700	I	By LLC
Common Stock	12/01/2005		S	900	D	\$ 67.29	120,800	I	By LLC
Common Stock							303,951	D	
Common Stock							711,923	I	By Limited Partnership

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

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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)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Owned Beneficially (Instr. 5)
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Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
RUMMELL PETER S 245 RIVERSIDE AVENUE JACKSONVILLE, FL 32202	X		Chairman & CEO	

Signatures

/s/ Reece B. Alford, by power of attorney
12/05/2005

__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).

Remarks:

These transactions were effected pursuant to a Rule 10b5-1 sales plan previously adopted.

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

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