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ST JOE CO Form 8-K June 16, 2004

SECURITIES AND EXCHANGE COMMISSION WASHINGTON, DC 20549

FORM 8-K

CURRENT REPORT PURSUANT
TO SECTION 13 OR 15 (d) OF THE
SECURITIES EXCHANGE ACT OF 1934

Date of report (Dat	e of earliest event re	eported) 3	June 16, 2004		
	The St. Jo	e Company			
(Exact Name of Registrant as Specified in Its Charter)					
Florida					
(State or Other Jurisdiction of Incorporation)					
1-10466			59-0432511		
(Commissio		oyer Identif:			
245 Riverside	Avenue, Suite 500, Ja	acksonville, FL	32202		
(Address of Princi		(Zip Code)			
(904) 301-4200					
(Registrant's Telephone Number, Including Area Code)					
N/A					
(Former Name or Former Address, if Changed Since Last Report)					

ITEM 9. REGULATION FD DISCLOSURE

The purpose of this Form 8-K is to furnish a press release dated June 16, 2004. A copy of the press release is furnished with this Form 8-K as Exhibit 99.1 and is incorporated by reference.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

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THE ST. JOE COMPANY

Dated: June 16, 2004 By: /s/ Michael N. Regan

Name: Michael N. Regan

Title: Senior Vice President