

Item 7.01. Regulation FD Disclosure

The following information is furnished pursuant to Item 7.01, "Regulation FD Disclosure."

On August 25, 2006, South Jersey Industries (SJI) issued a press release declaring a quarterly dividend of \$0.225 per share. The dividend is payable October 3, 2006, to shareholders of record at the close of business September 11, 2006. A copy of the press release is attached hereto as Exhibit 99 and hereby incorporated by reference.

Exhibit Index

(99) Press release, dated: August 25, 2006, issued by South Jersey Industries.

Signature

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 thereunto duly authorized.

SOUTH JERSEY INDUSTRIES

Date: August 25, 2006

By: /s/ David A. Kindlick
David A. Kindlick
Vice President & Chief Financial Officer

SJI - 2