



(17 CFR 240.14d-2(b))

Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act  
(17 CFR 240.13e-4c))



**Item 7.01. Regulation FD Disclosure**

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

On May 18, 2007, South Jersey Industries (SJI) issued a press release declaring a quarterly dividend of \$0.245 per share. The dividend is payable July 3, 2007, to shareholders of record at the close of business June 11, 2007. A copy of the press release is attached hereto as Exhibit 99 and hereby incorporated by reference.

**Exhibit Index**

(99) Press release, dated: May 18, 2007, 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, INC.

Date: May 18, 2007

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

SJI - 2