

HEBERT CURTIS L JR
Form 4
September 23, 2005

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

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

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 *
HEBERT CURTIS L JR

2. Issuer Name and Ticker or Trading Symbol
ENTERGY CORP /DE/ [ETR]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

(Street)

3. Date of Earliest Transaction (Month/Day/Year)
09/21/2005

____ Director
 Officer (give title below)
____ 10% Owner
____ Other (specify below)
Executive VP, External Affairs

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) | (A) or (D) | 5. Amount or Price | 6. Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 7. Nature of Ownership Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|------------|--------------------|---|---|
| Entergy Common Stock | 09/21/2005 | | S | 12,100 | D | \$ 72.95 | 0 | D |
| Entergy Common Stock | 09/21/2005 | | P | 11,000 | A | \$ 73 | 11,000 | D |
| Entergy Common Stock | 09/21/2005 | | F(1) | 10,996 | D | \$ 73 | 4 | D |
| Entergy Common | 09/21/2005 | | M | 10,996 | A | \$ 73 | 11,000 | D |

Stock

Entergy
Common
Stock

09/21/2005

S 11,000 D \$ 72.95 0 D ⁽²⁾

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.

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(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 Security (Instr. 3 and 4) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|
| | | | | Code | V (A) (D) | Date Exercisable Expiration Date | Title |
| Employee Stock Option (Right to Buy) | \$ 41.69 | 09/21/2005 | | M | 19,044 | 02/11/2002 02/11/2012 | ETR Common 19 |
| Employee Stock Option (Right to Buy) | \$ 73 | 09/21/2005 | | A | 10,996 ⁽¹⁾ | 09/21/2005 02/11/2012 | ETR Common 10 |
| Phantom Units | \$ 73 | 09/21/2005 | | M | 8,048 | 09/21/2005 ⁽¹⁾ | ETR Common 8 |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--------------------------------|---------------|-----------|--------------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| HEBERT CURTIS L JR | | | Executive VP, External Affairs | |

Signatures

John M. Adams for Curtis L.
Hebert Jr.

09/23/2005

__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).

- The filing individual engaged in a "Stock for Stock" exercise of 19,044 options. The exercise price, tax withholding and commission price were paid by surrendering 10,996 shares to the Company, which the filing individual purchased on the open market on September 21, 2005. Following the exercise, the filing individual received 10,996 shares plus his gain (8,048 shares), the value of which 8,048 shares
- (1) were deferred into phantom Entergy units held in a brokerage account. The deferral is until the earlier of January 3, 2008 or retirement from the Company. The reporting person did not realize profit in connection with purchases and sales as reported in this Form and in the previous Form 4s filed during the past six months. Additional information concerning "Stock for Stock" exercises can be found in a Form 8-K filed by the Company on May 1, 2002.
 - (2) The filing individual's balance of Company shares in his Company Savings Plan on September 21, 2005 was 488.

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.