#### ENTERGY CORP /DE/

Form 3

January 10, 2007

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

**OMB APPROVAL** 

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**SECURITIES** 

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF

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 \*

 **WEST RODERICK K** 

INC., 1600 PERDIDO STREET, ROOM 505

(Last)

(First)

ENTERGY NEW ORLEANS,

(Middle)

2. Date of Event Requiring 3. Issuer Name and Ticker or Trading Symbol

Statement

(Month/Day/Year)

01/01/2007

Person(s) to Issuer

ENTERGY CORP /DE/ [ETR]

4. Relationship of Reporting

5. If Amendment, Date Original

Filed(Month/Day/Year)

(Check all applicable)

Director Officer

10% Owner

\_X\_ Other (give title below) (specify below) "Officer" Under Sec. 16 Rules 6. Individual or Joint/Group

Filing(Check Applicable Line) \_X\_ Form filed by One Reporting

Person

Form filed by More than One

Reporting Person

NEW ORLEANS, LAÂ 70112

(Street)

(City) (State) (Zip)

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security

(Instr. 4)

Beneficially Owned

2. Amount of Securities

(Instr. 4)

3. Ownership 4. Nature of Indirect Beneficial Ownership

Form: Direct (D)

(Instr. 5)

or Indirect (I)

(Instr. 5)

Common Stock

 $0^{(1)}$ 

Â D

Reminder: Report on a separate line for each class of securities beneficially

owned directly or indirectly.

SEC 1473 (7-02)

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Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security

2. Date Exercisable and **Expiration Date** 

3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)

4. 5. Ownership Conversion or Exercise Form of

6. Nature of Indirect Beneficial Ownership (Instr. 5)

Price of Derivative Derivative Security:

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	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	Security	Direct (D) or Indirect (I) (Instr. 5)	
Employee Stock Option (Right to Buy)	(2)	03/02/2014	Common Stock	667	\$ 58.6	D	Â
Employee Stock Option (Right to Buy)	(3)	01/27/2015	Common Stock	2,000	\$ 69.47	D	Â
Employee Stock Option (Right to Buy)	(4)	01/26/2016	Common Stock	2,000	\$ 68.89	D	Â

# **Reporting Owners**

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

WEST RODERICK K

ENTERGY NEW ORLEANS, INC. 1600 PERDIDO STREET, ROOM 505 NEW ORLEANS, LAÂ 70112

Â Â "Officer" Under Sec. 16 Rules

# **Signatures**

Paul A. Castanon for Roderick K. West

01/10/2007

\*\*Signature of Reporting Person

Date

# **Explanation of Responses:**

- \* If the form is filed by more than one reporting person, see Instruction 5(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).
- (1) The reporting person owns 754 shares of Common Stock in the Company's savings plan.
- (2) The option was granted on March 2, 2004. The option is exercisable in three equal annual installments. The first two installments became exercisable on March 2, 2005 and March 2, 2006. The final installment (667 shares) becomes exercisable on March 2, 2007.
- (3) The option was granted on January 27, 2005. One third of the options became exercisable on January 27, 2006. The remaining two installments became exercisable on January 27, 2007 and January 27, 2008.
- (4) The option was granted on January 26, 2006. The option is exercisable in three equal installments: January 26, 2007, January 26, 2008 and January 26, 2009.

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.

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