

ENTERGY CORP /DE/  
Form 4  
November 09, 2004

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

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 \*  
LUFT ROBERT V D

(Last) (First) (Middle)  
700 FAIRVILLE ROAD  
(Street)  
CHADDS FORD, PA 19317  
(City) (State) (Zip)

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

3. Date of Earliest Transaction  
(Month/Day/Year)  
11/05/2004

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**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)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount or Price		
Entergy Corporation Common Stock	11/05/2004		M <sup>(1)</sup>		40,000 A \$ 31.125	64,322	D
Entergy Corporation Common Stock	11/05/2004		M <sup>(1)</sup>		15,000 A \$ 29.9375	79,322	D
Entergy Corporation Common Stock	11/05/2004		F		35,073 D \$ 65.4268	44,249	D

Entergy Corporation Common Stock 11/05/2004 J 19,927 D \$ 65.4268 24,322 D

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.**

SEC 1474 (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 Securities (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount or Number of Shares
Employee Stock Option (Right to Pay)	\$ 31.125	11/05/2004		M	40,000	01/01/2000 01/01/2009	ETR Common 40,000
Employee Stock Option (Right to Pay)	\$ 29.9375	11/05/2004		M	15,000	01/28/2000 01/28/2009	ETR Common 15,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
LUFT ROBERT V D 700 FAIRVILLE ROAD CHADDS FORD, PA 19317		X		

## Signatures

Christopher T. Screen for Robert v.d. Luft 11/09/2004

\_\_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).

(1) Filing individual engaged in cashless exercise of in-the-money stock options, exempt under Rule 16b-6(b). The shares subject to option reported in this Form 4 were sold on the same day that the options were exercised in multiple executions and prices as follows: 3300 at \$65.35, 600 at \$65.36, 20,900 at \$65.45, 100 at \$65.49, 100 at \$65.46, 9700 at \$65.40, 300 at \$65.44, 9900 at \$65.35, 1200 at \$65.50, 4700 at \$65.43, 1800 at \$65.47, 1100 at \$65.53, and 1300 at \$65.60. A portion of the sale price of the shares (Code F) was used to pay the exercise price, commission and the tax withholding. The remaining portion of the sale price of the shares (Code J) was retained by the filing individual.

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.