

ENTERGY CORP /DE/
Form 3
January 10, 2007

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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INITIAL STATEMENT OF 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)

<p>1. Name and Address of Reporting Person *</p> <p>WEST RODERICK K</p> <p>(Last) (First) (Middle)</p> <p>ENTERGY NEW ORLEANS, INC., 1600 PERDIDO STREET, ROOM 505</p> <p>(Street)</p> <p>NEW ORLEANS, LA 70112</p> <p>(City) (State) (Zip)</p>	<p>2. Date of Event Requiring Statement</p> <p>(Month/Day/Year)</p> <p>01/01/2007</p>	<p>3. Issuer Name and Ticker or Trading Symbol</p> <p>ENTERGY CORP /DE/ [ETR]</p>	<p>4. Relationship of Reporting Person(s) to Issuer</p> <p>(Check all applicable)</p> <p><input type="checkbox"/> Director <input type="checkbox"/> 10% Owner</p> <p><input type="checkbox"/> Officer <input checked="" type="checkbox"/> Other (specify below)</p> <p>"Officer" Under Sec. 16 Rules</p>	<p>5. If Amendment, Date Original Filed(Month/Day/Year)</p>	<p>6. Individual or Joint/Group Filing(Check Applicable Line)</p> <p><input checked="" type="checkbox"/> Form filed by One Reporting Person</p> <p><input type="checkbox"/> Form filed by More than One Reporting Person</p>
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Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock	0 ⁽¹⁾	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 (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative	5. Ownership Form of Derivative Security:	6. Nature of Indirect Beneficial Ownership (Instr. 5)
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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)	Â (2)	03/02/2014	Common Stock	667	\$ 58.6	D	Â
Employee Stock Option (Right to Buy)	Â (3)	01/27/2015	Common Stock	2,000	\$ 69.47	D	Â
Employee Stock Option (Right to Buy)	Â (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, LA 70112	Â	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.