ENTERGY CORP /DE/

Form 4 July 27, 2005

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB APPROVAL

OMB Number:

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may continue.

See Instruction

Check this box

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

1(b).

Stock

(Print or Type Responses)

1. Name and Address of Reporting Person * HINTZ DONALD C		2. Issuer Name and Ticker or Trading Symbol	5. Relationship of Reporting Person(s) to Issuer			
		ENTERGY CORP /DE/ [ETR]	(Check all applicable)			
(Last)	(First) (Middle)	3. Date of Earliest Transaction	••			
3345 GRENADA COURT		(Month/Day/Year) 07/25/2005	_X_ Director 10% Owner Officer (give title below) Other (specify below)			
	(Street)	4. If Amendment, Date Original	6. Individual or Joint/Group Filing(Check			
		Filed(Month/Day/Year)	Applicable Line) _X_ Form filed by One Reporting Person			
PUNTA GO	PRDA,, FL 33950-6373		Form filed by More than One Reporting Person			

(City)	(State) (Z	ip) Table	I - Non-De	rivative Se	curitio	es Acquir	ed, Disposed of,	or Beneficiall	y Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transactic Code (Instr. 8)	4. Securit on(A) or Dia (Instr. 3, 4)	sposed	of (D)	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)
Entergy Corporation Common Stock	07/25/2005		M(1)	50,000	A	\$ 30.44	50,600	D	
Entergy Corporation Common Stock	07/25/2005		F	30,705	D	\$ 77.5	19,895	D	
Entergy Corporation Common	07/25/2005		J	19,295	D	\$ 77.5	600	D (2)	

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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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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. Transactic Code (Instr. 8)	orDerivative		ative Expiration Date ities (Month/Day/Year) ired (A) sposed of		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	\$ 30.44	07/25/2005		M		50,000	02/01/2003	02/01/2009	ETR Common	50,000

Reporting Owners

Relationships Reporting Owner Name / Address

> 10% Owner Officer Other Director

HINTZ DONALD C X 3345 GRENADA COURT PUNTA GORDA,, FL 33950-6373

Signatures

Buy)

Christopher T. Screen for Donald C. 07/27/2005 Hintz

> **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).
 - 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 \$77.50 per share. A portion of the sale price of the
- (1) 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. This exercise was conducted pursuant to a trading plan under Rule 10b5-1 previously entered into by the reporting person.
- As of July 27, 2005, the filing individual also had a balance of 4734.6047 shares of Entergy Common Stock in the Company Savings **(2)** Plan.

Reporting Owners 2

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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.