## Edgar Filing: SMITH RICHARD J - Form 4

SMITH RIC Form 4	CHARD J										
October 10,	лл								OMB A	PPROVAL	
		SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549					OMB Number:	3235-0287			
Check this box if no longer subject to Section 16. Form 4 or			F CHAN	GES IN SECUR	Expires:January 31 2005Estimated average burden hours per response0.5						
Form 5 obligation may con <i>See</i> Instr 1(b).	tinue. Section 1	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									
(Print or Type	Responses)										
1. Name and Address of Reporting Person <u>*</u> SMITH RICHARD J			2. Issuer Name <b>and</b> Ticker or Trading Symbol ENTERGY CORP /DE/ [ETR]					5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (C								
ENTERGY LOYOLA	CORPORATIO AVENUE	ON, 639	(Month/D 10/05/2	-				Director X Officer (give below) Group Pr			
				endment, Date Original nth/Day/Year)				6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person			
NEW ORL	EANS, LA 701	13						Form filed by M Person	lore than One Re	porting	
(City)	(State)	(Zip)	Tabl	e I - Non-D	erivative	Secur	ities Acq	uired, Disposed of	, or Beneficial	ly Owned	
1.Title of Security (Instr. 3)	Security (Month/Day/Year) Execution Date		on Date, if	Code (Instr. 3, 4 and 5)				Securities Beneficially Owned Following Reported Transaction(s)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)		
Common Stock	10/05/2006			Code V $P(\underline{1})$	Amount 2,000		Price \$ 80.02	(Instr. 3 and 4) 2,000 (2)	D		
Common Stock	10/06/2006			P <u>(1)</u>	4,200	А	\$ 80.19	6,200 <u>(2)</u>	D		

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. Transactio Code (Instr. 8)	5. onNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		ate	Amou Unde Secur	le and unt of rlying tities . 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Owne Follo Repo Trans (Instr
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		

## **Reporting Owners**

Reporting Owner Name / Address	Relationships						
reporting of the read of the	Director	10% Owner	Officer	Other			
SMITH RICHARD J ENTERGY CORPORATION 639 LOYOLA AVENUE NEW ORLEANS, LA 70113			Group President, Utility Op				
Signatures							
Paul A. Castanon for Richard J	•	10/09/20	06				

## **Explanation of Responses:**

\*\*Signature of Reporting Person

\* 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).

Date

(1) The purchases reported in this Form 4 were effected pursuant to a Rule 10b5-1 Trading Plan adopted by the reporting person on August 29, 2006.

(2) As of October 9, 2006, the reporting person had a balance of 1,289 shares of Entergy Common Stock in the Company Savings Plan.

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.

Smith