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ENTERGY CORP /DE/  
Form U-1  
March 02, 2001

File No. 70-

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549  
FORM U-1  
APPLICATION OR DECLARATION  
UNDER THE  
PUBLIC UTILITY HOLDING COMPANY ACT OF 1935

Entergy Corporation 639 Loyola Avenue New Orleans, LA 70113	Entergy Services, Inc. 639 Loyola Avenue New Orleans, LA 70113
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Entergy Arkansas, Inc. 425 West Capitol Little Rock, AR 72201	Entergy Gulf States, Inc. 350 Pine Street Beaumont, TX 77701
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Entergy Louisiana, Inc. 4809 Jefferson Highway Jefferson, LA 70121	Entergy Mississippi, Inc. 308 East Pearl Street Jackson, MS 39201
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Entergy New Orleans, Inc.  
1600 Perdido Building  
New Orleans, Louisiana 70112

(Names of companies filing this statement and  
addresses of principal executive offices)

Entergy Corporation  
(Name of top registered holding company parent)

Steven C. McNeal  
Vice President and Treasurer  
Entergy Services, Inc.  
639 Loyola Avenue  
New Orleans, Louisiana 70113  
(Name and address of agent for service)

The Commission is requested to send copies of all notices, orders and  
communications in connection with this Application/Declaration to:

Ann G. Roy, Esq. Entergy Services, Inc. 639 Loyola Avenue New Orleans, Louisiana 70113	William T. Baker, Jr., Esq. Thelen Reid & Priest LLP 40 West 57th Street New York, New York 10019
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Item 1. Description of Proposed Transaction.

(A) Introduction

Entergy Corporation ("Entergy Corp.") is a registered  
holding company under the Public Utility Holding Company Act of  
1935, as amended (the "Act"). Its public-utility subsidiaries are  
Entergy Arkansas, Inc. ("Entergy Arkansas"), Entergy Gulf States,

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Inc. ("Entergy Gulf States"), Entergy Louisiana, Inc. ("Entergy Louisiana"), Entergy Mississippi, Inc. ("Entergy Mississippi") and Entergy New Orleans, Inc. ("Entergy New Orleans") (Entergy Arkansas, Entergy Gulf States, Entergy Louisiana, Entergy Mississippi and Entergy New Orleans are hereinafter collectively referred to as the "Operating Companies"). Entergy Services, Inc. ("Entergy Services") provides general executive, advisory, administrative, accounting, legal, engineering and other services to the Operating Companies (Entergy Corp., Entergy Services and the Operating Companies are hereinafter collectively referred to as "Entergy", and Entergy Corp. and its subsidiary companies are hereinafter referred to as the "Entergy System"). The principal executive offices of the applicants are located at the addresses set forth on the cover page hereof.

Entergy proposes to create an independent, incentive-driven transmission company ("Transco") as a Delaware limited liability company ("LLC"), the assets of which will consist initially of the Operating Companies' and Entergy Services' transmission system and related assets