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91-449  
**UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
 Washington, D.C. 20549  
**FORM 19b-4(e)**

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Information Required of a Self-Regulatory Organization Listing and Trading a New Derivative Securities Product Pursuant to Rule 19b-4(e) Under the Securities Exchange Act of 1934  
 READ ALL INSTRUCTIONS PRIOR TO COMPLETING THIS FORM

**Part I Initial Listing Report**

1. Name of Self-Regulatory Organization Listing New Derivative Securities Product:

Pacific Exchange, Inc.

2. Type of Issuer of New Derivative Securities Product (e.g., clearinghouse, broker-dealer, corporation, etc.):

Morgan Stanley

3. Class of New Derivative Securities Product:

Index-Linked Notes



4. Name of Underlying Instrument:

PLUS (Performance Leveraged Upside Securities) - Redeemable for Cash, Based on the Nikkei 225 Index, PLUS (Performance Leveraged Upside Securities) - Redeemable for Cash, Based on the S&P 500 Index, PLUS (Performance Leveraged Upside Securities) - Mandatorily Exchangeable for an Amount Payable in U.S. Dollars Based on the Value of the Dow Jones Industrial Average, PLUS (Performance Leveraged Upside Securities) - Nasdaq 100 based, PLUS (Performance Leveraged Upside Securities) - Dow Jones EURO STOXX 50 due 9/30/2009, PLUS (Performance Leveraged Upside Securities) - Nasdaq-100 Index due 3/30/2006

5. If Underlying Instrument is an Index, State Whether it is Broad-Based or Narrow-Based:

Not applicable.

6. Ticker Symbol(s) of New Derivative Securities Product:

ESTX, DJP, PLNQ, NDXP, JPK, PLM

7. Market or Markets Upon Which Securities Comprising Underlying Instrument Trades:

NNM, AMEX, NMS, NNM, AMEX, AMEX

8. Settlement Methodology of New Derivative Securities Product:

Regular way trades settle on T+3/Book entry only held in DTC.

9. Position Limits of New Derivative Securities Product (if applicable):

Not applicable.

**Part II Execution**

The undersigned represents that the governing body of the above-referenced Self-Regulatory Organization has duly approved, or has duly delegated its approval to the undersigned for, the listing and trading of the above-referenced new derivative securities product according to its relevant trading rules, procedures, surveillance programs and listing standards.

Name of Official Responsible for Form:

Alden Adkins

Title:

S.V.P. Regulation

Telephone Number:

(415) 393-4037

Manual Signature of Official Responsible for Form:

Alden Adkins

Date: 11/01/04

Act	Securities Exchange Act of 1934
Section	19b-4
Rule	19b-4(e)
Public	
Availability:	NOVEMBER 2, 2004



SECURITIES AND EXCHANGE COMMISSION  
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**VIA FEDERAL EXPRESS**

**DIVISION OF MARKET REGULATION**

November 1, 2004

Ms. Gayle Fortson  
Division of Market Regulation  
Securities and Exchange Commission  
450 Fifth Street, N. W.  
Washington, D. C. 20549

Re: **Form 19b-4(e)**

Dear Ms. Fortson:

Enclosed for filing pursuant to Section 19(b) of the Securities Exchange Act of 1934 and Rule 19b-4 thereunder, please find one original and nine copies of Form 19b-4(e) with respect to index-linked exchangeable notes.

If you have any questions or concerns, please do not hesitate to call me at (415) 393-4107.

Sincerely,

A handwritten signature in black ink, appearing to read 'Tania J.C. Blanford'.

Tania J.C. Blanford  
Staff Attorney  
Regulatory Policy

Enclosures

cc: Janet Angstadt (ARCA)  
Office of the Corporate Secretary (PCX, PCXE)