

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* <u>KELLY GARY C</u> (Last) (First) (Middle) <u>SOUTHWEST AIRLINES CO.</u> <u>2702 LOVE FIELD DRIVE</u> (Street) <u>DALLAS TX 75235-1908</u> (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>SOUTHWEST AIRLINES CO [LUV]</u> 3. Date of Earliest Transaction (Month/Day/Year) <u>08/02/2016</u> 4. If Amendment, Date of Original Filed (Month/Day/Year)	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) ☒ Director 10% Owner ☒ Officer (give title below) Other (specify below) <u>COB, Pres., & CEO</u> 6. Individual or Joint/Group Filing (Check Applicable Line) ☒ Form filed by One Reporting Person Form filed by More than One Reporting Person
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Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			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)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	08/02/2016		P		7,931	A	\$35.6	63,765 ⁽¹⁾	I	By Family Trust
Common Stock	08/02/2016		P		1,812	A	\$35.59	65,577 ⁽¹⁾	I	By Family Trust
Common Stock	08/02/2016		P		4,202	A	\$35.58	69,779 ⁽¹⁾	I	By Family Trust
Common Stock	08/02/2016		P		104	A	\$35.57	69,883 ⁽¹⁾	I	By Family Trust
Common Stock	08/02/2016		P		1,700	A	\$35.59	57,534 ⁽²⁾	I	By Family Trust
Common Stock	08/02/2016		P		200	A	\$35.58	57,734 ⁽²⁾	I	By Family Trust
Common Stock	08/02/2016		P		300	A	\$35.578	58,034 ⁽²⁾	I	By Family Trust
Common Stock	08/02/2016		P		2,700	A	\$35.575	60,734 ⁽²⁾	I	By Family Trust
Common Stock	08/02/2016		P		1,500	A	\$35.57	62,234 ⁽²⁾	I	By Family Trust
Common Stock	08/02/2016		P		6,400	A	\$35.565	68,634 ⁽²⁾	I	By Family Trust
Common Stock	08/02/2016		P		500	A	\$35.56	69,134 ⁽²⁾	I	By Family Trust
Common Stock	08/02/2016		P		544	A	\$35.555	69,678 ⁽²⁾	I	By Family Trust
Common Stock	08/02/2016		P		12	A	\$35.599	69,690 ⁽²⁾	I	By Family Trust
Common Stock	08/02/2016		P		100	A	\$35.588	69,790 ⁽²⁾	I	By Family Trust

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			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)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	08/02/2016		P		101	A	\$35.585	69,891 ⁽²⁾	I	By Family Trust
Common Stock								505,119	D	

**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. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				

Explanation of Responses:

- These shares are held in trust for the reporting person and his descendants. The reporting person is trustee of the trust.
- These shares are held in trust for the benefit of the reporting person's spouse and descendants. The reporting person's spouse is trustee of the trust.

Remarks:

/s/ Marilyn R. Post, on behalf of
and as attorney-in-fact for Gary C. Kelly **08/03/2016**
Kelly

** Signature of Reporting Person Date

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

* 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.