

SOUTHWEST AIRLINES CO
 Form 4
 August 03, 2016

FORM 4

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

OMB APPROVAL

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

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

(Print or Type Responses)

1. Name and Address of Reporting Person *
KELLY GARY C

(Last) (First) (Middle)

**SOUTHWEST AIRLINES
 CO., 2702 LOVE FIELD DRIVE**

(Street)

DALLAS, TX 75235-1908

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
**SOUTHWEST AIRLINES CO
 [LUV]**

3. Date of Earliest Transaction
 (Month/Day/Year)
08/02/2016

4. If Amendment, Date 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)
COB, Pres., & CEO

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

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 Ownership (Instr. 4)
				(A) or (D) Price			
Common Stock	08/02/2016		P	7,931 A \$ 35.6	63,765 <u>(1)</u>	I	By Family Trust
Common Stock	08/02/2016		P	1,812 A \$ 35.59	65,577 <u>(1)</u>	I	By Family Trust
Common Stock	08/02/2016		P	4,202 A \$ 35.58	69,779 <u>(1)</u>	I	By Family Trust
Common Stock	08/02/2016		P	104 A \$ 35.57	69,883 <u>(1)</u>	I	By Family Trust
Common Stock	08/02/2016		P	1,700 A \$ 35.59	57,534 <u>(2)</u>	I	By Family Trust

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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
Common Stock	08/02/2016	P	101	A	\$ 35.585	69,891 ⁽²⁾	I	By Family Trust
Common Stock						505,119	D	

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

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(9-02)

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 Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Transaction (Instr. 6)
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
KELLY GARY C SOUTHWEST AIRLINES CO. 2702 LOVE FIELD DRIVE DALLAS, TX 75235-1908	X		COB, Pres., & CEO	

Signatures

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

__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).
- (1) These shares are held in trust for the reporting person and his descendants. The reporting person is trustee of the trust.
 - (2) 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.

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.