FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington,	D.C.	20549	

STATEMENT	OF CHANGI	ES IN BEN	IEFICIAL (DWNERSI	HIP

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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

Name and Address of Reporting Person* DILLARD WILLIAM T II								cer or T		Symbol				ck all app	tor	·	10%	Owner	
(Last) 1600 CA	(Fir NTRELL F	,	Middle)		3. Date of Earliest Transaction (Month/Day/Year) 05/05/2020							X	X Officer (give title below) Other (specify below) CEO, Chairman of the Board						
(Street) LITTLE (City)	ROCK AF		2201 Zip)		4. If <i>i</i>	Amend	ment,	Date o	of Origir	nal File	ed (Month/Da	y/Year)		6. Inc Line)) 【 Form	filed by C	Ine Rep	orting Pe	
(=:9)				n-Deriva	tive S	Secui	rities	Acc	uired	l. Dis	enosed of	or B	enefi	icial	ly Own	ed			
Table I - Non-Deriva 1. Title of Security (Instr. 3) 2. Transactic Date (Month/Day/			on 2A. Deemed Execution Date,			3. 4. Securiti		4. Securities Disposed Of	urities Acquired (A) or sed Of (D) (Instr. 3, 4 an			5. Amount of Securities Beneficially Owned Following		6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)		7. Nature of Indirect Beneficial Ownership			
					ľ				Code	v	Amount	(A) or (D)	Price	e	Reported Transaction(s) (Instr. 3 and 4)				(Instr. 4)
Common	Class A			05/05/2	020				A		1,002	A	\$28	3.85	1,07	6,930		D	
Common Class A - Retirement Plan														68	34		D		
Common Class A													41,4	96(1)			See Footnote ⁽¹⁾		
Common Class A													7,30	00 ⁽²⁾			See Footnote ⁽²⁾		
Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)																			
Derivative Security (Instr. 3) Price of Derivative Security Date (Month/Day/Year) Execution Date, if any (Month/Day/Year) Execution Date, if any (Month/D		4. Transa Code (8)	(Instr.					te Amount of		tr.	8. Price of Derivative Security (Instr. 5) Beneficia Owned Followin Reported Transact (Instr. 4)		e s ally g	10. Ownersh Form: Direct (Di or Indirec (I) (Instr.	Beneficial Ownership ct (Instr. 4)				

Explanation of Responses:

- 1. These shares are held by W.D. Company, Inc. The reporting person owns 27.4% of W.D. Company, Inc. and is one of its directors and officers. W. D. Company, Inc. also holds 3,985,776 shares of Class B Common Stock, which are convertible into shares of Class A Common Stock on a one-for-one basis.
- 2. Trustee of GST Trust

Remarks

Remarks: The reporting person disclaims beneficial ownership of the shares reported herein as indirectly beneficially owned, except to the extent of his pecuniary interest therein.

/s/ William Dillard II 05/07/2020

** 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.