## Edgar Filing: Nealon Thomas M - Form 4

| Nealon Thomas   | М             |                |   |   |              |                       |         |   |  |                     |  |  |  |
|---|---------------|----------------|---|---|--------------|-----------------------|---------|---|--|---------------------|--|--|--|
| Form 4  |               |                |   |   |              |                       |         |   |  |                     |  |  |  |
| May 20, 2011  |               |                |   |   |              |                       |         |   |  |                     |  |  |  |
| FORM 4  |               |                |   |   |              |                       |         |   |  | OMB APPROVAL        |  |  |  |
| UNITED STATES SECURITIES AND EXCHANGE COMMISSION                    |               |                |   |   |              |                       |         | OND   | 3235-0287  |                     |  |  |  |
| Check this bo   | Y             |                | Was                                       | hington,                                    | D.C. 205     | 549                   |         |   | Number:  |                     |  |  |  |
| if no longer  |               |                |   |   |              | CIA                   |         |   | Expires:   | January 31,<br>2005 |  |  |  |
| subject to  | STATE         | MENT O         | F CHAN                                    |   |              | CIA.                  | LOW     | NERSHIP OF  | Estimated a                                      |                     |  |  |  |
| Section 16.   |               |                |   | SECURITIES                                  |              |                       |         |   | burden hours per                                 |                     |  |  |  |
| Form 4 or<br>Form 5   | El. L.        |                | Castian 10                                | ( . ) . <b>f</b> 41                         | C            | <b>F</b> .            | 1       | A . 4 . 6 1024  | response   | 0.5                 |  |  |  |
| obligations   | -             |                |   |   |              |                       |         | ge Act of 1934,   |  |                     |  |  |  |
| may continue.   | •             |                |   | •   | •            |                       |         | f 1935 or Sectio  | n  |                     |  |  |  |
| See Instruction   | n             | 50(II)         | of the Inv                                | estinent                                    | company      | y Aci                 | . 01 19 | 40  |  |                     |  |  |  |
| 1(b).   |               |                |   |   |              |                       |         |   |  |                     |  |  |  |
| (Print or Type Respo  | onses)        |                |   |   |              |                       |         |   |  |                     |  |  |  |
| 1. Name and Address of Reporting Person <u>*</u><br>Nealon Thomas M |               |                |   | 2. Issuer Name <b>and</b> Ticker or Trading |              |                       |         |   | 5. Relationship of Reporting Person(s) to Issuer |                     |  |  |  |
| Nearon Thomas   | IVI           |                | Symbol                                    |   |              |                       |         |   |  |                     |  |  |  |
|   |               |                | SOUTHWEST AIRLINES CO<br>[LUV]            |   |              |                       |         | (Check all applicable)  |  |                     |  |  |  |
| (Last)  | (First)       | (Middle)       | 3. Date of Earliest Transaction           |   |              | _X_ Director10% Owner |         |   |  |                     |  |  |  |
|   |               |                |   | (Month/Day/Year)                            |              |                       |         |   | Officer (give title Other (specify below) below) |                     |  |  |  |
| SOUTHWEST   |               |                | 05/18/20                                  | )11   |              |                       |         |   |  |                     |  |  |  |
| CO., 2702 LOV   | E FIELD L     | DRIVE          |   |   |              |                       |         |   |  |                     |  |  |  |
| (Street)  |               |                | 4. If Amer                                | 4. If Amendment, Date Original              |              |                       |         |   | 6. Individual or Joint/Group Filing(Check        |                     |  |  |  |
|   | Filed(Mon     | h/Day/Year)    |   |   |              | Applicable Line)      |         |   |  |                     |  |  |  |
|   |               |                |   |   |              |                       |         | _X_ Form filed by One Reporting Person<br>Form filed by More than One Reporting |  |                     |  |  |  |
| DALLAS, TX 7  | 5235          |                |   |   |              |                       |         | Person  | note than one to                                 | porting             |  |  |  |
| (City)  | (State)       | (Zip)          | Table                                     | e I - Non-De                                | erivative S  | Securi                | ties Ac | quired, Disposed o  | f, or Beneficia                                  | lly Owned           |  |  |  |
|   | Transaction D |                |   | 3. 4. Securities                            |              |                       |         | 5. Amount of  | 6. Ownership                                     |                     |  |  |  |
|   | Ionth/Day/Yea | /              | on Date, if                               | Transactio<br>Code                          | -            |                       |         |   | Form: Direct                                     | Indirect            |  |  |  |
| (Instr. 3)  |               | any<br>(Month) | /Day/Year)                                | Disposed<br>(Instr. 3,                      |              | ·                     | J (     | (D) or<br>Indirect (I)  | Beneficial<br>Ownership                          |                     |  |  |  |
| (Wond)  |               |                | (Day/Year) (Instr. 8) (Instr. 3, 4 and 5) |   |              |                       | 5)      | Following   | (Instr. 4)                                       | (Instr. 4)          |  |  |  |
|   |               |                |   |   |              | (A)                   |         | Reported  |  |                     |  |  |  |
|   |               |                |   |   |              | or                    |         | Transaction(s)  |  |                     |  |  |  |
|   |               |                |   | Code V                                      |              | (D)                   | Price   | (Instr. 3 and 4)  |  |                     |  |  |  |
| Common 05<br>Stock 05   | 5/18/2011     |                |   | А   | 3,668<br>(1) | А                     | \$0     | 3,668   | D  |                     |  |  |  |

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

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 control number.

 Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned

 (e.g., puts, calls, warrants, options, convertible securities)

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| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4.<br>Transactic<br>Code<br>(Instr. 8) | 5.<br>of<br>Derivative<br>Securities<br>Acquired<br>(A) or<br>Disposed<br>of (D)<br>(Instr. 3,<br>4, and 5) |                     | ate                | Under<br>Secur | unt of<br>rlying                       | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) | 9. Nu<br>Deriv<br>Secu<br>Bene<br>Owne<br>Follo<br>Repo<br>Trans<br>(Instr |
|---|---|---|---|--|---|---------------------|--------------------|----------------|--|---|--|
|   |   |   |   | Code V                                 | (A) (D)   | Date<br>Exercisable | Expiration<br>Date | Title          | Amount<br>or<br>Number<br>of<br>Shares |   |  |

## **Reporting Owners**

| <b>Reporting Owner Name / Address</b>  |                   | Relationsh | nps     |       |  |
|--|-------------------|------------|---------|-------|--|
|  | Director          | 10% Owner  | Officer | Other |  |
| Nealon Thomas M<br>SOUTHWEST AIRLINES CO.<br>2702 LOVE FIELD DRIVE<br>DALLAS, TX 75235 | Х                 |            |         |       |  |
| Signatures   |                   |            |         |       |  |
| /s/ Marilyn R. Post, on behalf of Nealon   | omas M 05/20/2011 |            |         |       |  |
| <u>**</u> Signatur   | Date              |            |         |       |  |

Deletionshin

## **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) Shares granted pursuant to an exempt transaction under the Southwest Airlines Co. Amended and Restated 2007 Equity Incentive Plan.

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.