

SOUTHWEST AIRLINES CO

Form 4

May 22, 2014

**FORM 4**
**UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

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

**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

## OMB APPROVAL

OMB  
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(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**RICKS RON**

(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)  
**05/20/2014**

4. If Amendment, Date Original  
Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_ 10% Owner  
\_\_X\_\_ Officer (give title below) \_\_\_\_ Other (specify below)  
EVP, Chief Legal & Reg. Off.

6. Individual or Joint/Group Filing(Check  
Applicable Line)  
\_\_X\_\_ 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 Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price		
Common Stock	05/20/2014		S		300	D	\$ 25.172	334,668	D
Common Stock	05/20/2014		S		2,400	D	\$ 25.18	332,268	D
Common Stock	05/21/2014		S		100	D	\$ 25.03	332,168	D
Common Stock	05/21/2014		S		300	D	\$ 25.031	331,868	D
Common Stock	05/21/2014		S		200	D	\$ 25.04	331,668	D

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Common Stock	05/21/2014	S	300	D	\$ 25.041	331,368	D
Common Stock	05/21/2014	S	700	D	\$ 25.05	330,668	D
Common Stock	05/21/2014	S	100	D	\$ 25.052	330,568	D
Common Stock	05/21/2014	S	2,800	D	\$ 25.06	327,768	D
Common Stock	05/21/2014	S	200	D	\$ 25.062	327,568	D
Common Stock	05/21/2014	S	1,611	D	\$ 25.07	325,957	D
Common Stock	05/21/2014	S	200	D	\$ 25.071	325,757	D
Common Stock	05/21/2014	S	900	D	\$ 25.072	324,857	D
Common Stock	05/21/2014	S	5,200	D	\$ 25.08	319,657	D
Common Stock	05/21/2014	S	5,000	D	\$ 25.09	314,657	D
Common Stock	05/21/2014	S	100	D	\$ 25.091	314,557	D
Common Stock	05/21/2014	S	300	D	\$ 25.092	314,257	D
Common Stock	05/21/2014	S	3,000	D	\$ 25.1	311,257	D
Common Stock	05/21/2014	S	300	D	\$ 25.101	310,957	D
Common Stock	05/21/2014	S	700	D	\$ 25.102	310,257	D
Common Stock	05/21/2014	S	3,700	D	\$ 25.11	306,557	D
Common Stock	05/21/2014	S	200	D	\$ 25.111	306,357	D
Common Stock	05/21/2014	S	700	D	\$ 25.112	305,657	D
Common Stock	05/21/2014	S	1,400	D	\$ 25.12	304,257	D
Common Stock	05/21/2014	S	200	D	\$ 25.122	304,057	D

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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. Nu Deriv Secur Bene Own Follo Repor Trans (Instr
				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
RICKS RON SOUTHWEST AIRLINES CO. 2702 LOVE FIELD DRIVE DALLAS, TX 75235-1908	EVP, Chief Legal & Reg. Off.

## Signatures

/s/ Tim Whisler, on behalf of and as attorney-in-fact for Ron Ricks

05/22/2014

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).

### Remarks:

Form 3 of 3

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

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