

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 \_\_\_\_ Other (specify  
below) 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		200	D	\$ 25.082	365,768	D
Common Stock	05/20/2014		S		2,129	D	\$ 25.09	363,639	D
Common Stock	05/20/2014		S		300	D	\$ 25.092	363,339	D
Common Stock	05/20/2014		S		1,071	D	\$ 25.1	362,268	D
Common Stock	05/20/2014		S		200	D	\$ 25.101	362,068	D

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Common Stock	05/20/2014	S	300	D	\$ 25.102	361,768	D
Common Stock	05/20/2014	S	1,500	D	\$ 25.11	360,268	D
Common Stock	05/20/2014	S	100	D	\$ 25.111	360,168	D
Common Stock	05/20/2014	S	700	D	\$ 25.112	359,468	D
Common Stock	05/20/2014	S	2,200	D	\$ 25.12	357,268	D
Common Stock	05/20/2014	S	200	D	\$ 25.121	357,068	D
Common Stock	05/20/2014	S	100	D	\$ 25.122	356,968	D
Common Stock	05/20/2014	S	100	D	\$ 25.125	356,868	D
Common Stock	05/20/2014	S	4,400	D	\$ 25.13	352,468	D
Common Stock	05/20/2014	S	700	D	\$ 25.131	351,768	D
Common Stock	05/20/2014	S	1,900	D	\$ 25.132	349,868	D
Common Stock	05/20/2014	S	400	D	\$ 25.135	349,468	D
Common Stock	05/20/2014	S	3,800	D	\$ 25.14	345,668	D
Common Stock	05/20/2014	S	500	D	\$ 25.141	345,168	D
Common Stock	05/20/2014	S	500	D	\$ 25.142	344,668	D
Common Stock	05/20/2014	S	200	D	\$ 25.145	344,468	D
Common Stock	05/20/2014	S	3,900	D	\$ 25.15	340,568	D
Common Stock	05/20/2014	S	100	D	\$ 25.151	340,468	D
Common Stock	05/20/2014	S	700	D	\$ 25.152	339,768	D
Common Stock	05/20/2014	S	400	D	\$ 25.155	339,368	D
	05/20/2014	S	2,100	D	\$ 25.16	337,268	D

Common  
Stock

Common Stock	05/20/2014	S	200	D	\$ 25.161	337,068	D
Common Stock	05/20/2014	S	600	D	\$ 25.162	336,468	D
Common Stock	05/20/2014	S	1,200	D	\$ 25.17	335,268	D
Common Stock	05/20/2014	S	300	D	\$ 25.171	334,968	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.**

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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 Report Trans (Instr.
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

## Reporting Owners

Reporting Owner Name / Address	Relationships
RICKS RON SOUTHWEST AIRLINES CO. 2702 LOVE FIELD DRIVE DALLAS, TX 75235-1908	Director    10% Owner    Officer    Other  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 2 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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