

SOUTHWEST AIRLINES CO
 Form 4
 August 04, 2014

FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287
 Expires: January 31, 2015
 Estimated average burden hours per response... 0.5

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

(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)
08/01/2014

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)
EVP, Chief Legal & Reg. Off.

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 Beneficial Ownership (Instr. 4)
				(A) or (D)	Price		
Common Stock	08/01/2014		S	100 D	\$ 28.06 303,957	D	
Common Stock	08/01/2014		S	1,200 D	\$ 28.061 302,757	D	
Common Stock	08/01/2014		S	100 D	\$ 28.062 302,657	D	
Common Stock	08/01/2014		S	2,517 D	\$ 28.07 300,140	D	
Common Stock	08/01/2014		S	1,500 D	\$ 28.08 298,640	D	

Edgar Filing: SOUTHWEST AIRLINES CO - Form 4

Common Stock	08/01/2014	S	1,200	D	\$ 28.082	297,440	D
Common Stock	08/01/2014	S	2,400	D	\$ 28.09	295,040	D
Common Stock	08/01/2014	S	100	D	\$ 28.092	294,940	D
Common Stock	08/01/2014	S	4,000	D	\$ 28.1	290,940	D
Common Stock	08/01/2014	S	100	D	\$ 28.101	290,840	D
Common Stock	08/01/2014	S	200	D	\$ 28.102	290,640	D
Common Stock	08/01/2014	S	2,800	D	\$ 28.11	287,840	D
Common Stock	08/01/2014	S	100	D	\$ 28.115	287,740	D
Common Stock	08/01/2014	S	1,800	D	\$ 28.12	285,940	D
Common Stock	08/01/2014	S	100	D	\$ 28.121	285,840	D
Common Stock	08/01/2014	S	600	D	\$ 28.122	285,240	D
Common Stock	08/01/2014	S	1,300	D	\$ 28.13	283,940	D
Common Stock	08/01/2014	S	600	D	\$ 28.131	283,340	D
Common Stock	08/01/2014	S	900	D	\$ 28.132	282,440	D
Common Stock	08/01/2014	S	2,100	D	\$ 28.14	280,340	D
Common Stock	08/01/2014	S	4,100	D	\$ 28.15	276,240	D
Common Stock	08/01/2014	S	300	D	\$ 28.152	275,940	D
Common Stock	08/01/2014	S	600	D	\$ 28.16	275,340	D
Common Stock	08/01/2014	S	100	D	\$ 28.165	275,240	D
Common Stock	08/01/2014	S	3,600	D	\$ 28.17	271,640	D
	08/01/2014	S	100	D		271,540	D

Edgar Filing: SOUTHWEST AIRLINES CO - Form 4

Common Stock						\$ 28.172		
Common Stock	08/01/2014		S	400	D	\$ 28.175	271,140	D
Common Stock	08/01/2014		S	5,774	D	\$ 28.18	265,366	D
Common Stock	08/01/2014		S	700	D	\$ 28.181	264,666	D
Common Stock	08/01/2014		S	1,200	D	\$ 28.185	263,466	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.

SEC 1474
(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 Owned Beneficially (Instr. 5)
						Date Exercisable	Expiration Date	Title	Amount or Number of Shares
						Code	V (A) (D)		

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

08/04/2014

__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 1 of 2

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.