

**FORM 4****UNITED STATES SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

OMB APPROVAL

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**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934  
 or Section 30(h) of the Investment Company Act of 1940

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

|                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                              |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Name and Address of Reporting Person*<br><u>RICKS RON</u><br><br>(Last) (First) (Middle)<br><u>SOUTHWEST AIRLINES CO.</u><br><u>2702 LOVE FIELD DRIVE</u><br><br>(Street)<br><u>DALLAS TX 75235-1908</u><br><br>(City) (State) (Zip) | 2. Issuer Name and Ticker or Trading Symbol<br><u>SOUTHWEST AIRLINES CO [ LUV ]</u><br><br>3. Date of Earliest Transaction (Month/Day/Year)<br><u>01/27/2014</u><br><br>4. If Amendment, Date of Original Filed (Month/Day/Year) | 5. Relationship of Reporting Person(s) to Issuer<br>(Check all applicable)<br>Director 10% Owner<br>X Officer (give title below) Other (specify below)<br><u>EVP, Chief Legal &amp; Reg. Off.</u><br><br>6. Individual or Joint/Group Filing (Check Applicable Line)<br>X Form filed by One Reporting Person<br>Form filed by More than One Reporting Person |
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**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                    | 01/27/2014                           |                                                    | S                              |   | 500                                                               | D          | \$20.785 | 377,835                                                                                       | D                                                        |                                                       |
| Common Stock                    | 01/27/2014                           |                                                    | S                              |   | 10,600                                                            | D          | \$20.79  | 367,235                                                                                       | D                                                        |                                                       |
| Common Stock                    | 01/27/2014                           |                                                    | S                              |   | 800                                                               | D          | \$20.791 | 366,435                                                                                       | D                                                        |                                                       |
| Common Stock                    | 01/27/2014                           |                                                    | S                              |   | 600                                                               | D          | \$20.792 | 365,835                                                                                       | D                                                        |                                                       |
| Common Stock                    | 01/27/2014                           |                                                    | S                              |   | 5,000                                                             | D          | \$20.795 | 360,835                                                                                       | D                                                        |                                                       |
| Common Stock                    | 01/27/2014                           |                                                    | S                              |   | 1,500                                                             | D          | \$20.798 | 359,335                                                                                       | D                                                        |                                                       |
| Common Stock                    | 01/27/2014                           |                                                    | S                              |   | 200                                                               | D          | \$20.799 | 359,135                                                                                       | D                                                        |                                                       |
| Common Stock                    | 01/27/2014                           |                                                    | S                              |   | 850                                                               | D          | \$20.8   | 358,285                                                                                       | D                                                        |                                                       |
| Common Stock                    | 01/27/2014                           |                                                    | S                              |   | 400                                                               | D          | \$20.805 | 357,885                                                                                       | D                                                        |                                                       |
| Common Stock                    | 01/27/2014                           |                                                    | S                              |   | 600                                                               | D          | \$20.808 | 357,285                                                                                       | D                                                        |                                                       |
| Common Stock                    | 01/27/2014                           |                                                    | S                              |   | 500                                                               | D          | \$20.81  | 356,785                                                                                       | D                                                        |                                                       |
| Common Stock                    | 01/27/2014                           |                                                    | S                              |   | 200                                                               | D          | \$20.812 | 356,585                                                                                       | D                                                        |                                                       |
| Common Stock                    | 01/27/2014                           |                                                    | S                              |   | 3,700                                                             | D          | \$20.815 | 352,885                                                                                       | D                                                        |                                                       |
| Common Stock                    | 01/27/2014                           |                                                    | S                              |   | 1,600                                                             | D          | \$20.818 | 351,285                                                                                       | D                                                        |                                                       |
| Common Stock                    | 01/27/2014                           |                                                    | S                              |   | 2,000                                                             | D          | \$20.82  | 349,285                                                                                       | D                                                        |                                                       |
| Common Stock                    | 01/27/2014                           |                                                    | S                              |   | 100                                                               | D          | \$20.822 | 349,185                                                                                       | D                                                        |                                                       |
| Common Stock                    | 01/27/2014                           |                                                    | S                              |   | 850                                                               | D          | \$20.825 | 348,335                                                                                       | D                                                        |                                                       |
| Common Stock                    | 01/27/2014                           |                                                    | S                              |   | 100                                                               | D          | \$20.829 | 348,235                                                                                       | D                                                        |                                                       |
| Common Stock                    | 01/27/2014                           |                                                    | S                              |   | 300                                                               | D          | \$20.83  | 347,935                                                                                       | D                                                        |                                                       |
| Common Stock                    | 01/27/2014                           |                                                    | S                              |   | 100                                                               | D          | \$20.835 | 347,835                                                                                       | D                                                        |                                                       |
| Common Stock                    | 01/27/2014                           |                                                    | S                              |   | 400                                                               | D          | \$20.84  | 347,435                                                                                       | D                                                        |                                                       |
| Common Stock                    | 01/27/2014                           |                                                    | S                              |   | 100                                                               | D          | \$20.842 | 347,335                                                                                       | D                                                        |                                                       |
| Common Stock                    | 01/27/2014                           |                                                    | S                              |   | 600                                                               | D          | \$20.855 | 346,735                                                                                       | D                                                        |                                                       |
| Common Stock                    | 01/27/2014                           |                                                    | S                              |   | 500                                                               | D          | \$20.86  | 346,235                                                                                       | D                                                        |                                                       |
| Common Stock                    | 01/27/2014                           |                                                    | S                              |   | 200                                                               | D          | \$20.862 | 346,035                                                                                       | D                                                        |                                                       |
| Common Stock                    | 01/27/2014                           |                                                    | S                              |   | 2,700                                                             | D          | \$20.865 | 343,335                                                                                       | D                                                        |                                                       |

**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 Securities Underlying Derivative Security (Instr. 3 and 4) |                            | 8. Price of Derivative Security (Instr. 5) | 9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4) | 10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 11. Nature of Indirect Beneficial Ownership (Instr. 4) |
|--------------------------------------------|--------------------------------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|---|----------------------------------------------------------------------------------------|-----|----------------------------------------------------------|-----------------|-----------------------------------------------------------------------------------|----------------------------|--------------------------------------------|----------------------------------------------------------------------------------------------------|-----------------------------------------------------------|--------------------------------------------------------|
|                                            |                                                        |                                      |                                                    | Code                           | V | (A)                                                                                    | (D) | Date Exercisable                                         | Expiration Date | Title                                                                             | Amount or Number of Shares |                                            |                                                                                                    |                                                           |                                                        |

Explanation of Responses:

Remarks:

[/s/ Marilyn R. Post on behalf of  
and as attorney-in-fact for Ron  
Ricks](#)

[01/29/2014](#)

\*\* 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.

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