

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

Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0287
 Estimated average burden
 hours per response: 0.5

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

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

1. Name and Address of Reporting Person* <u>Romo Tammy</u> (Last) (First) (Middle) <u>SOUTHWEST AIRLINES CO.</u> <u>2702 LOVE FIELD DRIVE</u> (Street) <u>DALLAS TX 75235</u> (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>SOUTHWEST AIRLINES CO [LUV]</u> 3. Date of Earliest Transaction (Month/Day/Year) <u>05/16/2014</u> 4. If Amendment, Date of 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) <u>SR VP Finance & CFO</u> 6. Individual or Joint/Group Filing (Check Applicable Line) X Form filed by One Reporting Person 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	05/16/2014		M		8,000	A	\$12.18	105,978	D	
Common Stock	05/16/2014		M		3,574	A	\$14.25	109,552	D	
Common Stock	05/16/2014		M		11,037	A	\$16.43	120,589	D	
Common Stock	05/16/2014		M		10,000	A	\$17.53	130,589	D	
Common Stock	05/16/2014		S		200	D	\$24.41	130,389	D	
Common Stock	05/16/2014		S		200	D	\$24.415	130,189	D	
Common Stock	05/16/2014		S		100	D	\$24.432	130,089	D	
Common Stock	05/16/2014		S		300	D	\$24.44	129,789	D	
Common Stock	05/16/2014		S		100	D	\$24.442	129,689	D	
Common Stock	05/16/2014		S		100	D	\$24.45	129,589	D	
Common Stock	05/16/2014		S		900	D	\$24.46	128,689	D	
Common Stock	05/16/2014		S		100	D	\$24.462	128,589	D	
Common Stock	05/16/2014		S		1,100	D	\$24.47	127,489	D	
Common Stock	05/16/2014		S		400	D	\$24.472	127,089	D	
Common Stock	05/16/2014		S		1,033	D	\$24.48	126,056	D	
Common Stock	05/16/2014		S		400	D	\$24.482	125,656	D	
Common Stock	05/16/2014		S		1,400	D	\$24.49	124,256	D	
Common Stock	05/16/2014		S		500	D	\$24.492	123,756	D	
Common Stock	05/16/2014		S		100	D	\$24.495	123,656	D	
Common Stock	05/16/2014		S		3,517	D	\$24.5	120,139	D	
Common Stock	05/16/2014		S		100	D	\$24.501	120,039	D	
Common Stock	05/16/2014		S		700	D	\$24.502	119,339	D	
Common Stock	05/16/2014		S		200	D	\$24.505	119,139	D	
Common Stock	05/16/2014		S		4,500	D	\$24.51	114,639	D	
Common Stock	05/16/2014		S		1,500	D	\$24.512	113,139	D	
Common Stock	05/16/2014		S		300	D	\$24.515	112,839	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				
Employee Stock Option (right to buy)	\$14.25	05/16/2014		M			3,574	(I)	01/20/2015	Common Stock	3,574	\$0	0	D	
Employee Stock Option (right to buy)	\$16.43	05/16/2014		M			11,037	(I)	12/31/2015	Common Stock	11,037	\$0	0	D	
Employee Stock Option (right to buy)	\$17.53	05/16/2014		M			10,000	(I)	03/17/2016	Common Stock	10,000	\$0	0	D	
Employee Stock Option (right to buy)	\$12.18	05/16/2014		M			8,000	(I)	01/31/2018	Common Stock	8,000	\$0	17,000	D	

Explanation of Responses:

1. The option was 100% vested at the time of exercise.

Remarks:

Form 1 of 3

/s/ Tim Whisler, on behalf of and
as attorney-in-fact for Tammy. 05/20/2014
Romo

** 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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