

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

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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>RICKS RON</u> (Last) (First) (Middle) <u>SOUTHWEST AIRLINES CO.</u> <u>2702 LOVE FIELD DRIVE</u> (Street) <u>DALLAS TX 75235-1908</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>05/20/2014</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 ☒ Officer (give title below) Other (specify below) <u>EVP, Chief Legal & Reg. Off.</u> 6. Individual or Joint/Group Filing (Check Applicable Line) ☒ 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	05/20/2014		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	
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	

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		Date Exercisable	Expiration Date					

Explanation of Responses:

Remarks:

Form 3 of 3

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

05/22/2014

** 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.

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 Number.