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 Addres	s of Reporting Person*		2. Issuer Name and Ticker or Trading Symbol SOUTHWEST AIRLINES CO [ LUV ]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)  Director 10% Owner  X Officer (give title Other (specify
(Last) SOUTHWEST A 2702 LOVE FIE		(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 08/01/2014	below) below) EVP, Chief Legal & Reg. Off.
(Street) DALLAS (City)	TX (State)	75235-1908 (Zip)	4. If Amendment, Date of Original Filed (Month/Day/Year)	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)	Code (Instr.		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership	
			Code V		Amount (A) or (D)		Price	Transaction(s) (Instr. 3 and 4)		(Instr. 4)	
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		
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 \$28.10		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		
Common Stock	08/01/2014		S		100	D \$28.172		271,540	D		
Common Stock	08/01/2014		S	Ì	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	D \$28.181 264,666		D		
Common Stock	08/01/2014		S		1,200	D	\$28.185	263,466	D		

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	or Exercise Price of Derivative	3. Transaction Date (Month/Day/Year)	Execution Date,	Transaction Code (Instr. 8)		Derivative		Expiration Date		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)	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		(Instr. 4)											

Explanation of Responses:

Remarks:

Form 1 of 2

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

08/04/2014

\*\* Signature of Reporting Person

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

- $^{\star}$  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.