

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>08/01/2014</u>	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>
	4. If Amendment, Date of Original Filed (Month/Day/Year)	

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	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	\$28.102	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	
Common Stock	08/01/2014		S		100	D	\$28.172	271,540	D	
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	

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

