

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>Van de Ven Michael G</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>08/20/2014</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 Operating Officer</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	08/20/2014		S		500	D	\$31.321	194,302	D	
Common Stock	08/20/2014		S		1,900	D	\$31.322	192,402	D	
Common Stock	08/20/2014		S		700	D	\$31.325	191,702	D	
Common Stock	08/20/2014		S		3,000	D	\$31.33	188,702	D	
Common Stock	08/20/2014		S		100	D	\$31.331	188,602	D	
Common Stock	08/20/2014		S		700	D	\$31.332	187,902	D	
Common Stock	08/20/2014		S		200	D	\$31.335	187,702	D	
Common Stock	08/20/2014		S		1,500	D	\$31.34	186,202	D	
Common Stock	08/20/2014		S		400	D	\$31.342	185,802	D	
Common Stock	08/20/2014		S		600	D	\$31.345	185,202	D	
Common Stock	08/20/2014		S		1,400	D	\$31.35	183,802	D	
Common Stock	08/20/2014		S		100	D	\$31.351	183,702	D	
Common Stock	08/20/2014		S		200	D	\$31.355	183,502	D	
Common Stock	08/20/2014		S		700	D	\$31.36	182,802	D	
Common Stock	08/20/2014		S		200	D	\$31.365	182,602	D	
Common Stock	08/20/2014		S		1,400	D	\$31.37	181,202	D	
Common Stock	08/20/2014		S		100	D	\$31.371	181,102	D	
Common Stock								650 ⁽¹⁾	I	By ProfitSharing Plan

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:

1. Holdings reflect exempt transactions under the Issuer's ProfitSharing Plan.

Remarks:

Form 3 of 3

/s/ Tim Whisler, on behalf of and
as attorney-in-fact for Michael G. 08/22/2014
Van de Ven

** Signature of Reporting Person Date

** 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.