

SOUTHWEST AIRLINES CO
 Form 4
 May 01, 2014

FORM 4

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION
 Washington, D.C. 20549**

OMB APPROVAL

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
RICKS RON

(Last) (First) (Middle)

**SOUTHWEST AIRLINES
 CO., 2702 LOVE FIELD DRIVE**

(Street)

DALLAS, TX 75235-1908

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
**SOUTHWEST AIRLINES CO
 [LUV]**

3. Date of Earliest Transaction
 (Month/Day/Year)
04/29/2014

4. If Amendment, Date 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)
EVP, Chief Legal & Reg. Off.

6. Individual or Joint/Group Filing(Check Applicable Line)
 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)	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 or Price		
Common Stock	04/29/2014		M		3,000 A \$ 14.75	346,335	D
Common Stock	04/29/2014		M		25,065 A \$ 14.25	371,400	D
Common Stock	04/29/2014		M		42,719 A \$ 16.43	414,119	D
Common Stock	04/29/2014		S		6,400 D \$ 23.775	407,719	D
Common Stock	04/29/2014		S		1,400 D \$ 23.778	406,319	D

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Common Stock	04/29/2014	S	3,800	D	\$ 23.78	402,519	D
Common Stock	04/29/2014	S	200	D	\$ 23.782	402,319	D
Common Stock	04/29/2014	S	2,100	D	\$ 23.785	400,219	D
Common Stock	04/29/2014	S	11,541	D	\$ 23.79	388,678	D
Common Stock	04/29/2014	S	400	D	\$ 23.792	388,278	D
Common Stock	04/29/2014	S	3,200	D	\$ 23.795	385,078	D
Common Stock	04/29/2014	S	8,715	D	\$ 23.8	376,363	D
Common Stock	04/29/2014	S	1,485	D	\$ 23.81	374,878	D
Common Stock	04/29/2014	S	300	D	\$ 23.815	374,578	D
Common Stock	04/29/2014	S	2,100	D	\$ 23.805	372,478	D
Common Stock	04/29/2014	S	1,578	D	\$ 23.82	370,900	D
Common Stock	04/29/2014	S	200	D	\$ 23.825	370,700	D
Common Stock	04/29/2014	S	1,165	D	\$ 23.83	369,535	D
Common Stock	04/29/2014	S	400	D	\$ 23.832	369,135	D
Common Stock	04/29/2014	S	1,100	D	\$ 23.835	368,035	D
Common Stock	04/29/2014	S	300	D	\$ 23.84	367,735	D
Common Stock	04/29/2014	S	500	D	\$ 23.798	367,235	D
Common Stock	04/29/2014	S	300	D	\$ 23.802	366,935	D
Common Stock	04/29/2014	S	100	D	\$ 23.838	366,835	D
Common Stock	04/29/2014	S	1,400	D	\$ 23.845	365,435	D
	04/29/2014	S	300	D		365,135	D

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Common Stock					\$					23.848		
Common Stock	04/29/2014		S	100	D	\$				23.849	365,035	D

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

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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 Underlying Securities (Instr. 3 and 4)	Amount or Number of Shares	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (right to buy)	\$ 14.75	04/29/2014		M	3,000	<u>(1)</u> 09/01/2014	Common Stock	3,000	
Employee Stock Option (right to buy)	\$ 14.25	04/29/2014		M	25,065	<u>(1)</u> 01/20/2015	Common Stock	25,065	
Employee Stock Option (right to buy)	\$ 16.43	04/29/2014		M	42,719	<u>(1)</u> 12/31/2015	Common Stock	42,719	

Reporting Owners

Reporting Owner Name / Address	Relationships
	Director 10% Owner Officer Other
RICKS RON SOUTHWEST AIRLINES CO.	EVP, Chief Legal & Reg. Off.

2702 LOVE FIELD DRIVE
DALLAS, TX 75235-1908

Signatures

/s/ Marilyn R. Post, on behalf of and as attorney-in-fact for Ron
Ricks

05/01/2014

__Signature of Reporting Person

Date

Explanation of Responses:

- * 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).
- (1) The option was 100% vested at the time of exercise.

Remarks:

Form One of Two

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