

SOUTHWEST AIRLINES CO
 Form 4
 January 29, 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)
01/27/2014

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 Ownership (Instr. 4)		
				Code	V	Amount				(A) or (D)	Price
Common Stock	01/27/2014		S			500	D	\$ 20.785	377,835	D	
Common Stock	01/27/2014		S			10,600	D	\$ 20.79	367,235	D	
Common Stock	01/27/2014		S			800	D	\$ 20.791	366,435	D	
Common Stock	01/27/2014		S			600	D	\$ 20.792	365,835	D	
Common Stock	01/27/2014		S			5,000	D	\$ 20.795	360,835	D	

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Common Stock	01/27/2014	S	1,500	D	\$ 20.798	359,335	D
Common Stock	01/27/2014	S	200	D	\$ 20.799	359,135	D
Common Stock	01/27/2014	S	850	D	\$ 20.8	358,285	D
Common Stock	01/27/2014	S	400	D	\$ 20.805	357,885	D
Common Stock	01/27/2014	S	600	D	\$ 20.808	357,285	D
Common Stock	01/27/2014	S	500	D	\$ 20.81	356,785	D
Common Stock	01/27/2014	S	200	D	\$ 20.812	356,585	D
Common Stock	01/27/2014	S	3,700	D	\$ 20.815	352,885	D
Common Stock	01/27/2014	S	1,600	D	\$ 20.818	351,285	D
Common Stock	01/27/2014	S	2,000	D	\$ 20.82	349,285	D
Common Stock	01/27/2014	S	100	D	\$ 20.822	349,185	D
Common Stock	01/27/2014	S	850	D	\$ 20.825	348,335	D
Common Stock	01/27/2014	S	100	D	\$ 20.829	348,235	D
Common Stock	01/27/2014	S	300	D	\$ 20.83	347,935	D
Common Stock	01/27/2014	S	100	D	\$ 20.835	347,835	D
Common Stock	01/27/2014	S	400	D	\$ 20.84	347,435	D
Common Stock	01/27/2014	S	100	D	\$ 20.842	347,335	D
Common Stock	01/27/2014	S	600	D	\$ 20.855	346,735	D
Common Stock	01/27/2014	S	500	D	\$ 20.86	346,235	D
Common Stock	01/27/2014	S	200	D	\$ 20.862	346,035	D
	01/27/2014	S	2,700	D		343,335	D

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Common Stock \$ 20.865

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)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned (Instr. 5)
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Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
RICKS RON SOUTHWEST AIRLINES CO. 2702 LOVE FIELD DRIVE DALLAS, TX 75235-1908			EVP, Chief Legal & Reg. Off.	

Signatures

/s/ Marilyn R. Post on behalf of and as attorney-in-fact for Ron Ricks 01/29/2014

__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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.