

SOUTHWEST AIRLINES CO  
 Form 4  
 May 23, 2014

**FORM 4**

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

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**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 \*  
 Lamb Jeff

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)  
 05/21/2014

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)  
 EVP, Chief People & Admin Off.

SOUTHWEST AIRLINES  
 CO., 2702 LOVE FIELD DRIVE  
 (Street)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 \_\_\_ Form filed by More than One Reporting Person

DALLAS, TX 75235

(City) (State) (Zip)

**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 or Disposed of (A) or (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) |
|---------------------------------|--------------------------------------|--|--------------------------------|--|---|--|---|
|                                 |                                      |  |                                | (A) or (D)   | Price   |  |   |
|                                 |                                      |  |                                | Code   | V   | Amount   |   |
| Common Stock                    | 05/20/2014                           |  | G                              | V  | 8,165   | D  | \$ 0 239,779  |
| Common Stock                    | 05/21/2014                           |  | S                              |  | 300   | D  | \$ 24.96 239,479                                      |
| Common Stock                    | 05/21/2014                           |  | S                              |  | 100   | D  | \$ 24.97 239,379                                      |
| Common Stock                    | 05/21/2014                           |  | S                              |  | 200   | D  | \$ 24.975 239,179                                     |
| Common Stock                    | 05/21/2014                           |  | S                              |  | 500   | D  | \$ 24.98 238,679                                      |

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|              |            |   |       |   |           |         |   |
|--------------|------------|---|-------|---|-----------|---------|---|
| Common Stock | 05/21/2014 | S | 100   | D | \$ 24.99  | 238,579 | D |
| Common Stock | 05/21/2014 | S | 100   | D | \$ 24.995 | 238,479 | D |
| Common Stock | 05/21/2014 | S | 100   | D | \$ 25     | 238,379 | D |
| Common Stock | 05/21/2014 | S | 100   | D | \$ 25.005 | 238,279 | D |
| Common Stock | 05/21/2014 | S | 1,100 | D | \$ 25.01  | 237,179 | D |
| Common Stock | 05/21/2014 | S | 300   | D | \$ 25.02  | 236,879 | D |
| Common Stock | 05/21/2014 | S | 500   | D | \$ 25.025 | 236,379 | D |
| Common Stock | 05/21/2014 | S | 200   | D | \$ 25.03  | 236,179 | D |
| Common Stock | 05/21/2014 | S | 400   | D | \$ 25.04  | 235,779 | D |
| Common Stock | 05/21/2014 | S | 500   | D | \$ 25.045 | 235,279 | D |
| Common Stock | 05/21/2014 | S | 1,100 | D | \$ 25.05  | 234,179 | D |
| Common Stock | 05/21/2014 | S | 400   | D | \$ 25.055 | 233,779 | D |
| Common Stock | 05/21/2014 | S | 1,100 | D | \$ 25.06  | 232,679 | D |
| Common Stock | 05/21/2014 | S | 200   | D | \$ 25.065 | 232,479 | D |
| Common Stock | 05/21/2014 | S | 1,600 | D | \$ 25.07  | 230,879 | D |
| Common Stock | 05/21/2014 | S | 882   | D | \$ 25.075 | 229,997 | D |
| Common Stock | 05/21/2014 | S | 1,500 | D | \$ 25.08  | 228,497 | D |
| Common Stock | 05/21/2014 | S | 1,000 | D | \$ 25.085 | 227,497 | D |
| Common Stock | 05/21/2014 | S | 1,300 | D | \$ 25.09  | 226,197 | D |
| Common Stock | 05/21/2014 | S | 100   | D | \$ 25.095 | 226,097 | D |
|              | 05/21/2014 | S | 2,000 | D | \$ 25.1   | 224,097 | D |

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|              |            |  |   |       |   |           |         |   |
|--------------|------------|--|---|-------|---|-----------|---------|---|
| Common Stock |            |  |   |       |   |           |         |   |
| Common Stock | 05/21/2014 |  | S | 1,350 | D | \$ 25.105 | 222,747 | D |
| Common Stock | 05/21/2014 |  | S | 2,933 | D | \$ 25.11  | 219,814 | D |
| Common Stock | 05/21/2014 |  | S | 1,900 | D | \$ 25.115 | 217,914 | D |
| Common Stock | 05/21/2014 |  | S | 4,300 | D | \$ 25.12  | 213,614 | D |

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

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(9-02)

**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 Owned Beneficially (Instr. 5) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title                                      | Amount or Number of Shares                                       |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |                                |       |
|--|---------------|-----------|--------------------------------|-------|
|  | Director      | 10% Owner | Officer                        | Other |
| Lamb Jeff<br>SOUTHWEST AIRLINES CO.<br>2702 LOVE FIELD DRIVE<br>DALLAS, TX 75235 |               |           | EVP, Chief People & Admin Off. |       |

## Signatures

/s/ Tim Whisler, on behalf of and as attorney-in-fact for Jeff  
Lamb

05/23/2014

\_\_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).

### Remarks:

Form 1 of 2

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.  
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