

SOUTHWEST AIRLINES CO
 Form 4
 August 22, 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 *
 Van de Ven Michael G

(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)
 08/20/2014

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 Operating Officer

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 (A) or (D) Price		
Common Stock	08/20/2014		S		1,500 D \$ 31.248	D	
Common Stock	08/20/2014		S		2,406 D \$ 31.25	D	
Common Stock	08/20/2014		S		600 D \$ 31.251	D	
Common Stock	08/20/2014		S		3,500 D \$ 31.255	D	
Common Stock	08/20/2014		S		4,550 D \$ 31.26	D	

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Common Stock	08/20/2014	S	700	D	\$ 31.262	260,453	D
Common Stock	08/20/2014	S	2,200	D	\$ 31.265	258,253	D
Common Stock	08/20/2014	S	6,150	D	\$ 31.27	252,103	D
Common Stock	08/20/2014	S	100	D	\$ 31.271	252,003	D
Common Stock	08/20/2014	S	400	D	\$ 31.272	251,603	D
Common Stock	08/20/2014	S	5,417	D	\$ 31.28	246,186	D
Common Stock	08/20/2014	S	200	D	\$ 31.281	245,986	D
Common Stock	08/20/2014	S	1,900	D	\$ 31.282	244,086	D
Common Stock	08/20/2014	S	400	D	\$ 31.285	243,686	D
Common Stock	08/20/2014	S	17,283	D	\$ 31.29	226,403	D
Common Stock	08/20/2014	S	100	D	\$ 31.291	226,303	D
Common Stock	08/20/2014	S	1,100	D	\$ 31.292	225,203	D
Common Stock	08/20/2014	S	400	D	\$ 31.295	224,803	D
Common Stock	08/20/2014	S	5,501	D	\$ 31.3	219,302	D
Common Stock	08/20/2014	S	500	D	\$ 31.301	218,802	D
Common Stock	08/20/2014	S	2,800	D	\$ 31.302	216,002	D
Common Stock	08/20/2014	S	300	D	\$ 31.305	215,702	D
Common Stock	08/20/2014	S	8,100	D	\$ 31.31	207,602	D
Common Stock	08/20/2014	S	300	D	\$ 31.311	207,302	D
Common Stock	08/20/2014	S	3,100	D	\$ 31.312	204,202	D
	08/20/2014	S	100	D		204,102	D

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Common Stock \$ 31.315
 Common Stock 08/20/2014 S 9,300 D \$ 31.32 194,802 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)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned (Instr. 3)
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Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Van de Ven Michael G SOUTHWEST AIRLINES CO. 2702 LOVE FIELD DRIVE DALLAS, TX 75235-1908			EVP & Chief Operating Officer	

Signatures

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

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 2 of 3

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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