

SOUTHWEST AIRLINES CO

Form 4

May 20, 2014

**FORM 4****UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

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

## OMB APPROVAL

OMB  
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2005  
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response... 0.5

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Romo Tammy

(Last) (First) (Middle)

SOUTHWEST AIRLINES  
CO., 2702 LOVE FIELD DRIVE

(Street)

DALLAS, TX 75235

(City) (State) (Zip)

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

3. Date of Earliest Transaction  
(Month/Day/Year)  
05/16/2014

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

5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_ 10% Owner  
\_\_X\_\_ Officer (give title \_\_\_\_ Other (specify  
below) below)

SR VP Finance &amp; CFO

6. Individual or Joint/Group Filing(Check  
Applicable Line)  
\_\_X\_\_ 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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount (A) or (D)	Price	
Common Stock	05/16/2014		S		2,400	D \$ 24.52	110,439 D
Common Stock	05/16/2014		S		400	D \$ 24.522	110,039 D
Common Stock	05/16/2014		S		1,900	D \$ 24.53	108,139 D
Common Stock	05/16/2014		S		1,100	D \$ 24.54	107,039 D
Common Stock	05/16/2014		S		200	D \$ 24.542	106,839 D

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Common Stock	05/16/2014	S	1,267	D	\$ 24.55	105,572	D
Common Stock	05/16/2014	S	100	D	\$ 24.552	105,472	D
Common Stock	05/16/2014	S	1,200	D	\$ 24.56	104,272	D
Common Stock	05/16/2014	S	200	D	\$ 24.562	104,072	D
Common Stock	05/16/2014	S	400	D	\$ 24.57	103,672	D
Common Stock	05/16/2014	S	500	D	\$ 24.58	103,172	D
Common Stock	05/16/2014	S	200	D	\$ 24.582	102,972	D
Common Stock	05/16/2014	S	100	D	\$ 24.6	102,872	D
Common Stock	05/16/2014	S	100	D	\$ 24.61	102,772	D
Common Stock	05/16/2014	S	100	D	\$ 24.612	102,672	D
Common Stock	05/16/2014	S	200	D	\$ 24.62	102,472	D
Common Stock	05/16/2014	S	100	D	\$ 24.63	102,372	D
Common Stock	05/16/2014	S	300	D	\$ 24.64	102,072	D
Common Stock	05/16/2014	S	100	D	\$ 24.65	101,972	D
Common Stock	05/16/2014	S	100	D	\$ 24.652	101,872	D
Common Stock	05/16/2014	S	300	D	\$ 24.66	101,572	D
Common Stock	05/16/2014	S	100	D	\$ 24.662	101,472	D
Common Stock	05/16/2014	S	500	D	\$ 24.67	100,972	D
Common Stock	05/16/2014	S	437	D	\$ 24.68	100,535	D
Common Stock	05/16/2014	S	200	D	\$ 24.682	100,335	D
	05/16/2014	S	200	D		100,135	D

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Common					\$		
Stock					24.685		
Common	05/16/2014		S	283	D	\$ 24.69	99,852 D
Stock							

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

**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 control number.**

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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. Nu Deriv Secur Bene Own Follo Repo Trans (Instr
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares

## Reporting Owners

Reporting Owner Name / Address	Relationships
Romo Tammy SOUTHWEST AIRLINES CO. 2702 LOVE FIELD DRIVE DALLAS, TX 75235	Director 10% Owner Officer Other SR VP Finance & CFO

## Signatures

/s/ Tim Whisler, on behalf of and as attorney-in-fact for Tammy Romo

05/20/2014

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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