

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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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 \*  
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)
				(A) or (D)	Price		
Common Stock	08/20/2014		S	500	D \$ 31.321	194,302	D
Common Stock	08/20/2014		S	1,900	D \$ 31.322	192,402	D
Common Stock	08/20/2014		S	700	D \$ 31.325	191,702	D
Common Stock	08/20/2014		S	3,000	D \$ 31.33	188,702	D
Common Stock	08/20/2014		S	100	D \$ 31.331	188,602	D

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Common Stock	08/20/2014		S	700	D	\$ 31.332	187,902	D	
Common Stock	08/20/2014		S	200	D	\$ 31.335	187,702	D	
Common Stock	08/20/2014		S	1,500	D	\$ 31.34	186,202	D	
Common Stock	08/20/2014		S	400	D	\$ 31.342	185,802	D	
Common Stock	08/20/2014		S	600	D	\$ 31.345	185,202	D	
Common Stock	08/20/2014		S	1,400	D	\$ 31.35	183,802	D	
Common Stock	08/20/2014		S	100	D	\$ 31.351	183,702	D	
Common Stock	08/20/2014		S	200	D	\$ 31.355	183,502	D	
Common Stock	08/20/2014		S	700	D	\$ 31.36	182,802	D	
Common Stock	08/20/2014		S	200	D	\$ 31.365	182,602	D	
Common Stock	08/20/2014		S	1,400	D	\$ 31.37	181,202	D	
Common Stock	08/20/2014		S	100	D	\$ 31.371	181,102	D	
Common Stock				650 <sup>(1)</sup>	I				By ProfitSharing Plan

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)	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 Following Reported Transaction (Instr. 6)
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(Instr. 3,  
4, and 5)

	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Code V (A) (D)				

## 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 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).
- (1) Holdings reflect exempt transactions under the Issuer's ProfitSharing Plan.

### Remarks:

Form 3 of 3

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