

SOUTHWEST AIRLINES CO

Form 4

August 22, 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
Number: 3235-0287
Expires: January 31,
2005
Estimated average
burden hours per
response... 0.5

(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
__X__ Officer (give title ____ Other (specify
below) below)
EVP & Chief Operating Officer

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 Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price		
Common Stock	08/20/2014		S		1,500	D	\$ 31.248	272,209	D
Common Stock	08/20/2014		S		2,406	D	\$ 31.25	269,803	D
Common Stock	08/20/2014		S		600	D	\$ 31.251	269,203	D
Common Stock	08/20/2014		S		3,500	D	\$ 31.255	265,703	D
Common Stock	08/20/2014		S		4,550	D	\$ 31.26	261,153	D

Edgar Filing: SOUTHWEST AIRLINES CO - Form 4

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

Edgar Filing: SOUTHWEST AIRLINES CO - Form 4

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.

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. SEC 1474 (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 Beneficially Owned Following Reported Transaction (Instr. 6)
				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
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).

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.

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.