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SOUTHWEST AIRLINES CO

Form 8-K

July 15, 2004

SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

FORM 8-K

Current Report Pursuant to Section 13 or 15(d) of
the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): July 15, 2004

SOUTHWEST AIRLINES CO.
(Exact name of registrant as specified in its charter)

TEXAS
(State or other jurisdiction of incorporation)

1-7259
(Commission File Number)

74-1563240
(IRS Employer Identification No.)

P. O. Box 36611, Dallas, Texas
(Address of principal executive offices)

75235-1611
(Zip Code)

Registrant's telephone number, including area code (214) 792-4000

N/A
(Former name or former address, if changed since last report)

Item 5. Other Events and Regulation FD Disclosure.

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On July 15, 2004, the Registrant issued a press release announcing that its Vice Chairman of the Board and CEO, James F. Parker had retired, effective July 15, 2004. Mr. Parker is succeeded by the Company's Executive Vice President - Chief Financial Officer, Gary Kelly, who is in turn succeeded by Laura Wright, the Company's Vice President - Finance and Treasurer. The press release is furnished herewith as Exhibit 99.2 and is incorporated hereby by reference.

Item 12. Results of Operations and Financial Condition.

On July 15, 2004, the Registrant issued a press release announcing its financial results for the second quarter of 2004. The press release is furnished herewith as Exhibit 99.1 and is incorporated herein by reference.

The information furnished in Items 5 and 12 shall not be deemed "filed" for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, or otherwise subject to the liabilities of that section, nor shall such information be deemed incorporated by reference in any filing under the Securities Exchange Act of 1933, as amended, regardless of any general incorporation language in such filing, except as shall be expressly set forth by specific reference in such filing.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

SOUTHWEST AIRLINES CO.
(Registrant)

By: /s/ Gary C. Kelly
Gary C. Kelly
Chief Executive Officer and
Vice Chairman of the Board
of Directors

Date: July 15, 2004

INDEX TO EXHIBITS

Exhibit No.	Exhibit
99.1	Registrant's Second Quarter 2004 Earnings Release.
99.2	Press release announcing Executive Changes.