

SOUTHWEST AIRLINES CO

Form 4

January 27, 2015

**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 \*  
**RICKS RON**

(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)  
**01/26/2015**

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 Legal & Reg. Off.

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	01/26/2015		S		200	D \$ 45.755	219,476	D	
Common Stock	01/26/2015		S		200	D \$ 45.76	219,276	D	
Common Stock	01/26/2015		S		1,500	D \$ 45.77	217,776	D	
Common Stock	01/26/2015		S		300	D \$ 45.78	217,476	D	
Common Stock	01/26/2015		S		300	D \$ 45.785	217,176	D	

Edgar Filing: SOUTHWEST AIRLINES CO - Form 4

Common Stock	01/26/2015	S	1,400	D	\$ 45.79	215,776	D
Common Stock	01/26/2015	S	1,100	D	\$ 45.795	214,676	D
Common Stock	01/26/2015	S	400	D	\$ 45.805	214,276	D
Common Stock	01/26/2015	S	1,600	D	\$ 45.84	212,676	D
Common Stock	01/26/2015	S	200	D	\$ 45.845	212,476	D
Common Stock	01/26/2015	S	200	D	\$ 45.855	212,276	D
Common Stock	01/26/2015	S	335	D	\$ 45.86	211,941	D
Common Stock	01/26/2015	S	800	D	\$ 45.865	211,141	D
Common Stock	01/26/2015	S	2,350	D	\$ 45.87	208,791	D
Common Stock	01/26/2015	S	400	D	\$ 45.875	208,391	D
Common Stock	01/26/2015	S	150	D	\$ 45.88	208,241	D
Common Stock	01/26/2015	S	1,000	D	\$ 45.91	207,241	D
Common Stock	01/26/2015	S	500	D	\$ 45.945	206,741	D
Common Stock	01/26/2015	S	400	D	\$ 45.95	206,341	D
Common Stock	01/26/2015	S	2,525	D	\$ 45.955	203,816	D
Common Stock	01/26/2015	S	600	D	\$ 45.96	203,216	D
Common Stock	01/26/2015	S	300	D	\$ 45.965	202,916	D
Common Stock	01/26/2015	S	100	D	\$ 45.97	202,816	D
Common Stock	01/26/2015	S	800	D	\$ 45.99	202,016	D
Common Stock	01/26/2015	S	400	D	\$ 46.015	201,616	D
	01/26/2015	S	200	D		201,416	D

# Edgar Filing: SOUTHWEST AIRLINES CO - Form 4

Common					\$		
Stock					46.018		
Common	01/26/2015		S	300	D	\$ 46.02	201,116 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.**

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. 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
RICKS RON SOUTHWEST AIRLINES CO. 2702 LOVE FIELD DRIVE DALLAS, TX 75235-1908	Director 10% Owner Officer Other EVP, Chief Legal & Reg. Off.

## Signatures

/s/ Tim Whisler, on behalf of and as attorney-in-fact for Ron Ricks

01/27/2015

\*\*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 1 of 2

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.