

SOUTHWEST AIRLINES CO  
Form 4  
August 04, 2014

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
Estimated average burden hours per response... 0.5

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 \*  
**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)  
**08/01/2014**

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 Legal & Reg. Off.**

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		
				Code	V	Amount	
Common Stock	08/01/2014		S	7,800	D	\$ 28.19	255,666 D
Common Stock	08/01/2014		S	100	D	\$ 28.192	255,566 D
Common Stock	08/01/2014		S	100	D	\$ 28.195	255,466 D
Common Stock	08/01/2014		S	2,700	D	\$ 28.2	252,766 D
Common Stock	08/01/2014		S	1,900	D	\$ 28.201	250,866 D

Edgar Filing: SOUTHWEST AIRLINES CO - Form 4

Common Stock	08/01/2014	S	100	D	\$ 28.202	250,766	D
Common Stock	08/01/2014	S	8,300	D	\$ 28.21	242,466	D
Common Stock	08/01/2014	S	1,300	D	\$ 28.212	241,166	D
Common Stock	08/01/2014	S	3,500	D	\$ 28.22	237,666	D
Common Stock	08/01/2014	S	200	D	\$ 28.221	237,466	D
Common Stock	08/01/2014	S	100	D	\$ 28.225	237,366	D
Common Stock	08/01/2014	S	1,600	D	\$ 28.23	235,766	D
Common Stock	08/01/2014	S	1,200	D	\$ 28.232	234,566	D
Common Stock	08/01/2014	S	5,300	D	\$ 28.24	229,266	D
Common Stock	08/01/2014	S	300	D	\$ 28.242	228,966	D
Common Stock	08/01/2014	S	400	D	\$ 28.245	228,566	D
Common Stock	08/01/2014	S	1,000	D	\$ 28.25	227,566	D
Common Stock	08/01/2014	S	200	D	\$ 28.252	227,366	D
Common Stock	08/01/2014	S	700	D	\$ 28.255	226,666	D
Common Stock	08/01/2014	S	300	D	\$ 28.26	226,366	D
Common Stock	08/01/2014	S	100	D	\$ 28.271	226,266	D
Common Stock	08/01/2014	S	100	D	\$ 28.28	226,166	D
Common Stock	08/01/2014	S	100	D	\$ 28.29	226,066	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)

Edgar Filing: SOUTHWEST AIRLINES CO - Form 4

**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 (Instr. 5)
--	--	--------------------------------------	--	--------------------------------	---	--	---	--	--

## Reporting Owners

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

## Signatures

/s/ Tim Whisler, on behalf of and as attorney-in-fact for Ron Ricks  
 Signature: \_\_\_\_\_ Date: 08/04/2014

## 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 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.