

SOUTHWEST AIRLINES CO  
 Form 4  
 January 27, 2015

**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)  
**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  
 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	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 Stock	01/26/2015		S	300	D	\$ 46.02	201,116			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 Owned Following Reporting Date (Instr. 6)
--	--	--------------------------------------	--	--------------------------------	---	--	---	--	--

## 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 of Reporting Person  
 Date: 01/27/2015

## 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.