

SOUTHWEST AIRLINES CO

Form 4

August 04, 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

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(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  
\_\_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 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	08/01/2014		S		100	D \$ 28.06	303,957 D
Common Stock	08/01/2014		S		1,200	D \$ 28.061	302,757 D
Common Stock	08/01/2014		S		100	D \$ 28.062	302,657 D
Common Stock	08/01/2014		S		2,517	D \$ 28.07	300,140 D
Common Stock	08/01/2014		S		1,500	D \$ 28.08	298,640 D

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Common Stock	08/01/2014	S	1,200	D	\$ 28.082	297,440	D
Common Stock	08/01/2014	S	2,400	D	\$ 28.09	295,040	D
Common Stock	08/01/2014	S	100	D	\$ 28.092	294,940	D
Common Stock	08/01/2014	S	4,000	D	\$ 28.1	290,940	D
Common Stock	08/01/2014	S	100	D	\$ 28.101	290,840	D
Common Stock	08/01/2014	S	200	D	\$ 28.102	290,640	D
Common Stock	08/01/2014	S	2,800	D	\$ 28.11	287,840	D
Common Stock	08/01/2014	S	100	D	\$ 28.115	287,740	D
Common Stock	08/01/2014	S	1,800	D	\$ 28.12	285,940	D
Common Stock	08/01/2014	S	100	D	\$ 28.121	285,840	D
Common Stock	08/01/2014	S	600	D	\$ 28.122	285,240	D
Common Stock	08/01/2014	S	1,300	D	\$ 28.13	283,940	D
Common Stock	08/01/2014	S	600	D	\$ 28.131	283,340	D
Common Stock	08/01/2014	S	900	D	\$ 28.132	282,440	D
Common Stock	08/01/2014	S	2,100	D	\$ 28.14	280,340	D
Common Stock	08/01/2014	S	4,100	D	\$ 28.15	276,240	D
Common Stock	08/01/2014	S	300	D	\$ 28.152	275,940	D
Common Stock	08/01/2014	S	600	D	\$ 28.16	275,340	D
Common Stock	08/01/2014	S	100	D	\$ 28.165	275,240	D
Common Stock	08/01/2014	S	3,600	D	\$ 28.17	271,640	D
	08/01/2014	S	100	D		271,540	D

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Common Stock					\$ 28.172		
Common Stock	08/01/2014	S	400	D	\$ 28.175	271,140	D
Common Stock	08/01/2014	S	5,774	D	\$ 28.18	265,366	D
Common Stock	08/01/2014	S	700	D	\$ 28.181	264,666	D
Common Stock	08/01/2014	S	1,200	D	\$ 28.185	263,466	D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(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 Report Trans (Instr.
				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
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

08/04/2014

\_\_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 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.

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