

SOUTHWEST AIRLINES CO

Form 4

November 01, 2013

**FORM 4****UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

OMB  
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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 \*  
Jordan Robert E2. Issuer Name and Ticker or Trading  
Symbol  
SOUTHWEST AIRLINES CO  
[LUV]5. Relationship of Reporting Person(s) to  
Issuer

(Check all applicable)

(Last) (First) (Middle)

SOUTHWEST AIRLINES  
CO., 2702 LOVE FIELD DRIVE3. Date of Earliest Transaction  
(Month/Day/Year)  
10/30/2013\_\_\_\_ Director \_\_\_\_ 10% Owner  
\_X\_ Officer (give title below) \_\_\_\_ Other (specify below)  
EVP, Chief Commercial Officer

(Street)

4. If Amendment, Date Original  
Filed(Month/Day/Year)6. Individual or Joint/Group Filing(Check  
Applicable Line)  
\_X\_ Form filed by One Reporting Person  
\_\_\_\_ Form filed by More than One Reporting  
Person

DALLAS, TX 75235-1908

(City) (State) (Zip)

**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	10/30/2013		M		8,800	A	\$ 15.51	271,368	D
Common Stock	10/30/2013		M		65,000	A	\$ 12.18	336,368	D
Common Stock	10/30/2013		M		80,000	A	\$ 6.75	416,368	D
Common Stock	10/30/2013		S		2,400	D	\$ 17.02	413,968	D
Common Stock	10/30/2013		S		21,683	D	\$ 17.025	392,285	D

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Common Stock	10/30/2013	S	1,600	D	\$ 17.028	390,685	D	
Common Stock	10/30/2013	S	8,084	D	\$ 17.03	382,601	D	
Common stock	10/30/2013	S	2,100	D	\$ 17.031	380,501	D	
Common Stock	10/30/2013	S	2,550	D	\$ 17.032	377,951	D	
Common Stock	10/30/2013	S	12,716	D	\$ 17.035	365,235	D	
Common Stock	10/30/2013	S	600	D	\$ 17.038	364,635	D	
Common Stock	10/30/2013	S	15,426	D	\$ 17.04	349,209	D	
Common Stock	10/30/2013	S	12,500	D	\$ 17.041	336,709	D	
Common Stock	10/30/2013	S	13,895	D	\$ 17.042	322,814	D	
Common Stock	10/30/2013	S	56,000	D	\$ 17.045	266,814	D	
Common Stock	10/30/2013	S	100	D	\$ 17.049	266,714	D	
Common Stock	10/30/2013	S	1,846	D	\$ 17.05	264,868	D	
Common Stock	10/30/2013	S	2,300	D	\$ 17.055	262,568	D	
Common Stock						9,438	I	By ProfitSharing Plan

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

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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)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)
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(Instr. 3, 4,  
and 5)

			Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (right to buy)	\$ 15.51	10/30/2013	M			8,800	<u>(1)</u>	01/23/2014	Common Stock	8,800
Employee Stock Option (right to buy)	\$ 12.18	10/30/2013	M			65,000	<u>(1)</u>	01/31/2018	Common Stock	65,000
Employee Stock Option (right to buy)	\$ 6.75	10/30/2013	M			80,000	<u>(1)</u>	02/01/2019	Common Stock	80,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Jordan Robert E SOUTHWEST AIRLINES CO. 2702 LOVE FIELD DRIVE DALLAS, TX 75235-1908			EVP, Chief Commercial Officer	

## Signatures

/s/ Marilyn R. Post on behalf of and as attorney in fact for Robert E.  
Jordan

11/01/2013

\_\_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).

(1) The option was 100% vested at the time of exercise.

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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