

SOUTHWEST AIRLINES CO
 Form 4
 November 01, 2013

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 *
 Jordan Robert E

(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)
 10/30/2013

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 Commercial Officer

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	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				(1)	01/23/2014	Common Stock	8,800
Employee Stock Option (right to buy)	\$ 12.18	10/30/2013	M				(1)	01/31/2018	Common Stock	65,000
Employee Stock Option (right to buy)	\$ 6.75	10/30/2013	M				(1)	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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