

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0287
 Estimated average burden
 hours per response: 0.5

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

☐ Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934
 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* <u>Jordan Robert E</u> (Last) (First) (Middle) <u>SOUTHWEST AIRLINES CO.</u> <u>2702 LOVE FIELD DRIVE</u> (Street) <u>DALLAS TX 75235-1908</u> (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>SOUTHWEST AIRLINES CO [LUV]</u> 3. Date of Earliest Transaction (Month/Day/Year) <u>10/30/2013</u> 4. If Amendment, Date of Original Filed (Month/Day/Year)	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner X Officer (give title below) Other (specify below) <u>EVP, Chief Commercial Officer</u> 6. Individual or Joint/Group Filing (Check Applicable Line) X Form filed by One Reporting Person Form filed by More than One Reporting Person
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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	
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

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 Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V		Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Employee Stock Option (right to buy)	\$15.51	10/30/2013		M		8,800	(I)	01/23/2014	Common Stock	8,800	\$0	0	D	
Employee Stock Option (right to buy)	\$12.18	10/30/2013		M		65,000	(I)	01/31/2018	Common Stock	65,000	\$0	0	D	
Employee Stock Option (right to buy)	\$6.75	10/30/2013		M		80,000	(I)	02/01/2019	Common Stock	80,000	\$0	0	D	

