SEC Form 4

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

OMB APPROVAL

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

1. Name and Address of Reporting Person*	2. Issuer Name **and** Ticker or Trading Symbol	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)
Jordan Robert E (Last) (First) (Middle) SOUTHWEST AIRLINES CO. 2702 LOVE FIELD DRIVE (Street) DALLAS TX 75235-1908 (City) (State) (Zip)	SOUTHWEST AIRLINES CO [LUV] 3. Date of Earliest Transaction (Month/Day/Year) 12/14/2017 4. If Amendment, Date of Original Filed (Month/Day/Year)	Director; 10% Owner X Officer (give title below); Other (specify below) EVP Corporate Services 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) Code	V	4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5) Amount	(A) or (D)	Price	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)
Common Stock	12/14/2017		S		18,014	D	$64.331	76,993	D	
Common Stock	12/14/2017		S		485	D	$64.34	76,508	D	
Common Stock	12/14/2017		S		40	D	$64.35	76,468	D	
Common Stock	12/14/2017		S		300	D	$64.36	76,168	D	
Common Stock	12/14/2017		S		1,000	D	$64.37	75,168	D	
Common Stock	12/14/2017		S		100	D	$64.38	75,068	D	
Common Stock	12/14/2017		S		1,900	D	$64.39	73,168	D	
Common Stock	12/14/2017		S		880	D	$64.4	72,288	D	
Common Stock	12/14/2017		S		1,400	D	$64.41	70,888	D	
Common Stock	12/14/2017		S		1,440	D	$64.42	69,448	D	
Common Stock	12/14/2017		S		1,000	D	$64.43	68,448	D	
Common Stock	12/14/2017		S		800	D	$64.44	67,648	D	
Common Stock	12/14/2017		S		800	D	$64.45	66,848	D	
Common Stock	12/14/2017		S		800	D	$64.46	66,048	D	
Common Stock	12/14/2017		S		300	D	$64.47	65,748	D	
Common Stock	12/14/2017		S		600	D	$64.48	65,148	D	
Common Stock	12/14/2017		S		600	D	$64.49	64,548	D	
Common Stock	12/14/2017		S		200	D	$64.5	64,348	D	
Common Stock	12/14/2017		S		372	D	$64.51	63,976	D	
Common Stock	12/14/2017		S		600	D	$64.52	63,376	D	
Common Stock	12/14/2017		S		1,300	D	$64.53	62,076	D	
Common Stock								10,423(1)	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) Code	V	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) (A)	(D)	6. Date Exercisable and Expiration Date (Month/Day/Year) Date Exercisable	Expiration Date	7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4) Title	Amount or Number of Shares	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)

Explanation of Responses:

1. Holdings reflect exempt transactions under the Issuer's ProfitSharing Plan.

Remarks:

/s/ Tim Whisler, on behalf of and as attorney-in-fact for Robert E. Jordan	12/18/2017
** Signature of Reporting Person	Date

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

* 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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 Number.