

SOUTHWEST AIRLINES CO
 Form 4
 March 14, 2014

FORM 4

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

OMB APPROVAL

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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)
 03/12/2014

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)
			Code	V	Amount	(D)	Price
Common Stock	03/12/2014		M		20,000	A	\$ 17.53 277,182
Common Stock	03/12/2014		M		9,420	A	\$ 14.25 286,602
Common Stock	03/12/2014		M		20,000	A	\$ 16.43 306,602
Common Stock	03/12/2014		S		13,220	D	\$ 23.91 293,382
Common Stock	03/12/2014		S		1,026	D	\$ 23.92 292,356

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Common Stock	03/12/2014	S	1,800	D	\$ 23.85	290,556	D	
Common Stock	03/12/2014	S	100	D	\$ 23.852	290,456	D	
Common Stock	03/12/2014	S	1,300	D	\$ 23.855	289,156	D	
Common Stock	03/12/2014	S	4,400	D	\$ 23.86	284,756	D	
Common Stock	03/12/2014	S	2,274	D	\$ 23.862	282,482	D	
Common Stock	03/12/2014	S	3,800	D	\$ 23.865	278,682	D	
Common Stock	03/12/2014	S	2,700	D	\$ 23.87	275,982	D	
Common Stock	03/12/2014	S	800	D	\$ 23.872	275,182	D	
Common Stock	03/12/2014	S	6,400	D	\$ 23.875	268,782	D	
Common Stock	03/12/2014	S	8,200	D	\$ 23.88	260,582	D	
Common Stock	03/12/2014	S	900	D	\$ 23.882	259,682	D	
Common Stock	03/12/2014	S	2,000	D	\$ 23.885	257,682	D	
Common Stock	03/12/2014	S	300	D	\$ 23.9	257,382	D	
Common Stock	03/12/2014	S	200	D	\$ 23.878	257,182	D	
Common Stock						9,374 ⁽¹⁾	I	By ProfitSharing Plan

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	2. Conversion or Exercise	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any	4. Transaction Code	5. Number of Derivative Securities	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)	Price of Derivative Security	(Month/Day/Year)	(Instr. 8)	Acquired (A) or Disposed of (D) (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)	\$ 17.53	03/12/2014	M	20,000					(2)	03/17/2016	Common Stock	20,000
Employee Stock Option (right to buy)	\$ 14.25	03/12/2014	M	9,420					(2)	01/20/2015	Common Stock	9,420
Employee Stock Option (right to buy)	\$ 16.43	03/12/2014	M	20,000					(2)	12/31/2015	Common Stock	20,000

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
 03/14/2014
 **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).
- (1) Holdings reflect exempt transactions under the Issuer's ProfitSharing Plan.
- (2) 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. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.