

SOUTHWEST AIRLINES CO

Form 4

October 30, 2013

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

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

OMB APPROVAL

OMB
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(Print or Type Responses)

1. Name and Address of Reporting Person *
KELLY GARY C

(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)
10/28/2013

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)
COB, Pres., & CEO

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	(A) or (D)	Price		
Common Stock	10/28/2013		M		4,352	A	\$ 15.91	744,003	D
Common Stock	10/28/2013		F		4,173	D	\$ 17.12	739,830	D
Common Stock	10/28/2013		M		30,000	A	\$ 15.51	769,830	D
Common Stock	10/28/2013		F		28,137	D	\$ 17.12	741,693	D
Common Stock	10/28/2013		M		180,000	A	\$ 14.95	921,693	D

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Common Stock	10/28/2013	F	166,755	D	\$ 17.12	754,938	D
Common Stock	10/28/2013	M	4,322	A	\$ 14.25	759,260	D
Common Stock	10/28/2013	F	3,900	D	\$ 17.12	755,360	D
Common Stock	10/28/2013	M	6,295	A	\$ 16.43	761,655	D
Common Stock	10/28/2013	F	6,147	D	\$ 17.12	755,508	D

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) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)
				Code	V (A) (D)	Date Exercisable Expiration Date	Title Amount Number Shares
Employee Stock Option (right to buy)	\$ 15.91	10/28/2013		M	4,352	<u>(1)</u> 01/05/2014	Common Stock 4,352
Employee Stock Option (right to buy)	\$ 15.51	10/28/2013		M	30,000	<u>(1)</u> 01/23/2014	Common Stock 30,000
Employee Stock Option (right to buy)	\$ 14.95	10/28/2013		M	180,000	<u>(1)</u> 07/15/2014	Common Stock 180,000
Employee Stock	\$ 14.25	10/28/2013		M	4,322	<u>(1)</u> 01/20/2015	Common Stock 4,322

Option
(right to
buy)

Employee
Stock

Option (right to buy)	\$ 16.43	10/28/2013		M	6,295	<u>(1)</u>	12/31/2015	Common Stock	6,295
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Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
KELLY GARY C SOUTHWEST AIRLINES CO. 2702 LOVE FIELD DRIVE DALLAS, TX 75235-1908	X		COB, Pres., & CEO	

Signatures

/s/ Marilyn R. Post on behalf of and as attorney in fact for Gary C.
Kelly

10/30/2013

 **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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