

SOUTHWEST AIRLINES CO
 Form 4
 December 17, 2013

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 *
 Romo Tammy

2. Issuer Name and Ticker or Trading Symbol
 SOUTHWEST AIRLINES CO
 [LUV]

5. Relationship of Reporting Person(s) to Issuer
 (Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)
 12/13/2013

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
 SR VP Finance & CFO

SOUTHWEST AIRLINES
 CO., 2702 LOVE FIELD DRIVE
 (Street)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

DALLAS, TX 75235

(City) (State) (Zip)

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 or Price		
Common Stock	12/13/2013		M		574 A \$ 15.91	81,659	D
Common Stock	12/13/2013		M		1,913 A \$ 15.51	83,572	D
Common Stock	12/13/2013		M		26,000 A \$ 14.75	109,572	D
Common Stock	12/13/2013		S		2,487 D \$ 18.89	107,085	D
Common Stock	12/13/2013		S		300 D \$ 18.6	106,785	D

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Common Stock	12/13/2013	S	100	D	\$ 18.602	106,685	D
Common Stock	12/13/2013	S	200	D	\$ 18.605	106,485	D
Common Stock	12/13/2013	S	1,600	D	\$ 18.61	104,885	D
Common Stock	12/13/2013	S	300	D	\$ 18.611	104,585	D
Common Stock	12/13/2013	S	100	D	\$ 18.612	104,485	D
Common Stock	12/13/2013	S	3,100	D	\$ 18.62	101,385	D
Common Stock	12/13/2013	S	400	D	\$ 18.621	100,985	D
Common Stock	12/13/2013	S	1,500	D	\$ 18.632	99,485	D
Common Stock	12/13/2013	S	300	D	\$ 18.64	99,185	D
Common Stock	12/13/2013	S	100	D	\$ 18.641	99,085	D
Common Stock	12/13/2013	S	500	D	\$ 18.642	98,585	D
Common Stock	12/13/2013	S	400	D	\$ 18.65	98,185	D
Common Stock	12/13/2013	S	700	D	\$ 18.652	97,485	D
Common Stock	12/13/2013	S	200	D	\$ 18.66	97,285	D
Common Stock	12/13/2013	S	500	D	\$ 18.662	96,785	D
Common Stock	12/13/2013	S	200	D	\$ 18.672	96,585	D
Common Stock	12/13/2013	S	200	D	\$ 18.68	96,385	D
Common Stock	12/13/2013	S	200	D	\$ 18.682	96,185	D
Common Stock	12/13/2013	S	300	D	\$ 18.69	95,885	D
Common Stock	12/13/2013	S	100	D	\$ 18.702	95,785	D
	12/13/2013	S	100	D	\$ 18.72	95,685	D

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Common
Stock

Common Stock	12/13/2013	S	400	D	\$ 18.73	95,285	D
Common Stock	12/13/2013	S	200	D	\$ 18.74	95,085	D
Common Stock	12/13/2013	S	600	D	\$ 18.752	94,485	D

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

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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 or Number of Shares
Employee Stock Option (right to buy)	\$ 15.91	12/13/2013		M	574	<u>(1)</u> 01/05/2014	Common Stock 574
Employee Stock Option (right to buy)	\$ 15.51	12/13/2013		M	1,913	<u>(1)</u> 01/23/2014	Common Stock 1,913
Employee Stock Option (right to buy)	\$ 14.75	12/13/2013		M	26,000	<u>(1)</u> 09/01/2014	Common Stock 26,000

