

Jordan Robert E
 Form 4
 December 18, 2017

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

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).

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

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)
 12/14/2017

____ Director _____ 10% Owner
 Officer (give title below) _____ Other (specify below)
 EVP Corporate Services

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 75235-1908

(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 (D) Price			
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	

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

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(9-02)

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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)	8. Price of Derivative Security (Instr. 5)	9. Nu Deriv Secur Bene Own Follo Repo Trans (Instr
						Date Exercisable	Expiration Date	Title	Amount or Number of Shares
						Code	V	(A)	(D)

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 Corporate Services	

Signatures

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

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.

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.