Edgar Filing: Jordan Robert E - Form 4

Jordan Robert E Form 4										
February 05, 200	8									
FORM 4									PPROVAL	
	UNITED	STATES		RITIES A shington,			COMMISSIO	N OMB Number:	3235-0287	
Check this box							Expires:	January 31, 2005		
subject to Section 16. Form 4 or						Estimated average burden hours per response				
Form 5 obligations may continue. <i>See</i> Instruction 1(b).	Section 17(a) of the P	ublic U	tility Hol	ding Cor		nge Act of 1934, of 1935 or Section 940			
(Print or Type Respo	nses)									
1. Name and Address of Reporting Person <u></u> Jordan Robert E			2. Issuer Name and Ticker or Trading Symbol			5. Relationship of Reporting Person(s) to Issuer				
SOUTHWEST AIRLINES CO [LUV]				S CO	(Check all applicable)					
				3. Date of Earliest Transaction			Director X Officer (given the second se		% Owner her (specify	
SOUTHWEST A CO., 2702 LOVI	(Month/Day/Year) 02/01/2008				below) EVP - Strategy and Technology					
(Street) 4			4. If Amendment, Date Original			1	6. Individual or Joint/Group Filing(Check			
Filed(Month/D			_X_ Form filed by			One Reporting Person More than One Reporting				
DALLAS, TX 75235-1611										
(City)	(State)	(Zip)	Tab	le I - Non-I	Derivative	Securities A	cquired, Disposed	of, or Beneficia	lly Owned	
	ansaction Date hth/Day/Year)	2A. Deeme Execution I any (Month/Day	Date, if	3. Transaction Code (Instr. 8) Code V	Disposed (Instr. 3, 4	(A) or of (D)	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)	
Dansin dam Dana et an		f			× - : - 11					
Reminder: Report or	i a separate fine	e for each cla	iss of sect	indes benei	Perso inforn requir	ns who rest nation cont red to response a current	spond to the colle ained in this form ond unless the fo ntly valid OMB co	n are not rm	SEC 1474 (9-02)	
	Tab					posed of, or	Beneficially Owner	1		

1. Title of	2.	3. Transaction Date	3A. Deemed	4. 5. Number of	6. Date Exercisable and	7. Title and Amount of
Derivative	Conversion	(Month/Dav/Year)	Execution Date. if	TransactionDerivative	Expiration Date	Underlying Securities

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Security (Instr. 3)	or Exercise Price of Derivative Security		any (Month/Day/Year)	Code (Instr. 8)	Securities Acquired (A or Disposed (D) (Instr. 3, 4, and 5)	A)	(Month/Day/	Year)	(Instr. 3 and	4)
				Code V	(A) (· ·	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (Right to Buy)	\$ 12.18	02/01/2008		A	65,000		<u>(1)</u>	01/31/2018	Common Stock	65,000

Reporting Owners

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
Jordan Robert E							
SOUTHWEST AIRLINES CO.			EVP - Strategy				
2702 LOVE FIELD DRIVE			and Technology				
DALLAS, TX 75235-1611							
Signatures							

nynatures

/s/ Robert E. Jordan	02/05/2008		
<u>**</u> 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 vests in three equal annual installments beginning on February 1, 2009, the first anniversary of the date of grant.

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.