MILLESON JOHN R

Form 4

January 06, 2010

FORM 4

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

OMB

OMB APPROVAL

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

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Check this box if no longer subject to Section 16. Form 4 or Form 5

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

SECURITIES

may continue. See Instruction

obligations

1(b).

\$2.50 Par

Common Stock,

\$2.50 Par Value

Value

(Print or Type Responses)

1. Name and A MILLESON	Address of Reporting S N JOHN R	Symbol	E FINANCIAL SERVICES	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)					
(Last) P. O. BOX		Middle) 3. Date	of Earliest Transaction /Day/Year)	_X_ Director 10% Owner _X_ Officer (give title Other (specify below) President/CEO					
DEDDVVIII	(Street)		nendment, Date Original onth/Day/Year)	6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting					
BERRYVILLE, VA 22611 — Form fred by More than One Reporting Person									
(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)		Code Disposed of (D)	5. Amount of Securities Form: Direct Indirect Beneficially (D) or Beneficial Owned Indirect (I) Ownership Following (Instr. 4) (Instr. 4) Reported Transaction(s) (Instr. 3 and 4)					
Stock, \$2.50 Par Value	01/04/2010		A(2) 1,500 A \$ 0	60,320.468 <u>(1)</u> D					
Common Stock,				59 193 ⁽¹⁾ I BY					

59.193 (1)

328.03 (1)

Ι

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SPOUSE

BY SON

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Common Stock, \$2.50 Par Value						328.03 (1)	I	BY SON
Common Stock, \$2.50 Par Value	01/04/2010	D(3)	1,044	D	\$0	59,276.468 <u>(1)</u>	D	

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

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

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. Transactic Code (Instr. 8)	5. onNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)			(Instr. 3 and 4)		8. Prio Deriv Secur (Instr.
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Stock Options	\$ 21.63					10/01/2003	10/01/2013	Common Stock, \$2.50 Par Value	4,000	
Stock Options	\$ 21.55					10/01/2004	10/01/2014	Common Stock, \$2.50 Par Value	4,000	

Reporting Owners

Reporting Owner Name / Address	Relationships						
• 0	Director	10% Owner	Officer	Other			
MILLESON JOHN R P. O. BOX 391	X		President/CEO				

Reporting Owners 2

BERRYVILLE, VA 22611

Signatures

John R. 01/06/2010 Milleson

**Signature of Date
Reporting Person

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) Includes shares of common stock which have been acquired through the Company's Dividend Investment Plan.
- (2) This transaction reflects shares issued under the Company's Stock Incentive Plan.
- (3) This transaction reflects a disposition under the Company's Stock Incentive 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.

Signatures 3