Edgar Filing: PENDLETON ELIZABETH M - Form 4

	N ELIZABETH N	л Л								
Form 4 March 08, 20)12									
FORM	Л								PPROVAL	
	UNITED 5	TATES SECUE Wa	RITIES A shington,			NGE (COMMISSION	OMB Number:	3235-0287	
Check th if no long	1er							Expires:	January 31, 2005	
subject to Section 1 Form 4 o	6. r	ENT OF CHAN	SECUR		Estimated burden hou response	average urs per				
Form 5 obligations may continue.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 19401(b).30(h) of the Investment Company Act of 1940										
(Print or Type I	Responses)									
1. Name and Address of Reporting Person _ 2. Issuer I PENDLETON ELIZABETH M Symbol				Ticker or		-	5. Relationship of Reporting Person(s) to Issuer			
	FINANCIAL SERVICES FSI]				(Check all applicable)					
(Last) (First) (Middle) 3. Date of (Month/Da P. O. BOX 391 02/07/20			-				Director 10% Owner X Officer (give title Other (specify below) below) Executive Officer			
	ndment, Date Original th/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 						
BERRYVII	LE, VA 22611						Person	More than One R	eporting	
(City)	(State) (Z	Zip) Tab	le I - Non-D	erivative	Secur	ities Aco	quired, Disposed o	of, or Beneficia	lly Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	 3. 4. Securities Acquired Transaction(A) or Disposed of Code (D) (Instr. 8) (Instr. 3, 4 and 5) 			5. Amount of Securities Beneficially Owned Following Reported Transaction(s)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)				
			Code V	Amount	or (D)	Price	(Instr. 3 and 4)			
Common Stock, \$2.50 Par Value	02/07/2012		Р	200	A	\$ 18	14,136.917 (1)	D		
Common Stock, \$2.50 Par Value	03/08/2012		Р	248	A	\$ 18.5	14,385.917 (1)	D		
Common Stock, \$2.50 Par Value							1,352.342 <u>(1)</u>	I	BY SPOUSE	

Common		
Stock,	1,634.118 (<u>1</u>) I	BY SON
\$2.50 Par	1,054.118 (DI SON
Value		

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.

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. Transacti Code (Instr. 8)	5. orNumber 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	2,000	
Stock Options	\$ 21.55					10/01/2004	10/01/2014	Common Stock, \$2.50 Par Value	2,000	

Reporting Owners

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
PENDLETON ELIZABETH M P. O. BOX 391 BERRYVILLE, VA 22611			Executive Officer				

Signatures

Elizabeth M. Pendleton

03/08/2012

**Signature of Reporti	ng
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) Includes shares of common stock which have been acquired through the Company's Dividend Investment 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.