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Hudson John	Eugene										
Form 4											
June 20, 2011	l										
FORM	4							~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~		PPROVAL	
	UNITEDS	STATES		ITIES A hington, 1			NGE (COMMISSION	OMB Number:	3235-0287	
Check this if no longe	ər								Expires:	January 31, 2005	
subject to Section 16 Form 4 or		F CHAN	SECUR	Estimated average burden hours per response 0.4							
Form 5 obligation may conti <i>See</i> Instru- 1(b).	s Section 17(a) of the 1		ility Hold	ing Com	pany	Act o	ge Act of 1934, f 1935 or Sectic 40	on		
(Print or Type R	esponses)										
Hudson John Eugene Symbol			Symbol	uer Name and Ticker or Trading 1 LE FINANCIAL SERVICES				5. Relationship of Reporting Person(s) to Issuer			
	INC [EF	INC [EFSI]					(Check all applicable)				
(Last) P.O. BOX 39	(Month/Da			-				Director 10% Owner X Officer (give title Other (specify below) below)			
F.O. DOA 35	71		06/20/20)11				Exc	ecutive Officer		
	(Street)			ndment, Dat th/Day/Year)	-			6. Individual or J Applicable Line) _X_ Form filed by	One Reporting Po	erson	
BERRYVIL	LE, VA 22611							Form filed by I Person	More than One R	eporting	
(City)	(State) (Zip)	Table	e I - Non-Do	erivative S	Securi	ties Ac	quired, Disposed o	of, or Beneficia	lly Owned	
1.Title of Security (Instr. 3)	ecurity (Month/Day/Year) Execution Date, if		3. 4. Securities TransactionAcquired (A) or Code Disposed of (D) (Instr. 8) (Instr. 3, 4 and 5) (A) or				Beneficially(D) orBeneficiallyOwnedIndirect (I)OwnedFollowing(Instr. 4)(Instr. 4)ReportedTransaction(s)		7. Nature of Indirect Beneficial Ownership (Instr. 4)		
C				Code V	Amount	(D)	Price	(Instr. 3 and 4)			
Common Stock, \$2.50 Par Value	06/20/2011			S	933	D	\$ 18	9,637	D		
Common Stock, \$2.50 Par Value	06/20/2011			S	4	D	\$ 18	1.822 <u>(1)</u>	I	By Spouse	

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

Persons who respond to the collection of SEC 1474 information contained in this form are not (9-02)

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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. Transactic Code (Instr. 8)	5. orNumber of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		te	7. Title and A Underlying S (Instr. 3 and	Securities	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	1,000	
Stock Options	\$ 21.55					10/01/2004	10/01/2014	Common Stock, \$2.50 Par Value	1,000	

Reporting Owners

Reporting Owner Name / Addre	ess	s Relationships						
	Director	10% Owner	Officer	Other				
Hudson John Eugene P.O. BOX 391 BERRYVILLE, VA 22611 Signatures			Executive Officer					
JOHN E. HUDSON	06/20/2011							

**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) 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.

Reporting Owners

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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.