

C & F FINANCIAL CORP
 Form 3
 April 25, 2007

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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INITIAL STATEMENT OF 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 * | | 2. Date of Event Requiring Statement | 3. Issuer Name and Ticker or Trading Symbol | |
| Å Olsson Charles Elis | | (Month/Day/Year) | C & F FINANCIAL CORP [CFFI] | |
| (Last) | (First) | (Middle) | 04/17/2007 | |
| 4170 TANAGER CT. | | | 4. Relationship of Reporting Person(s) to Issuer | 5. If Amendment, Date Original Filed(Month/Day/Year) |
| (Street) | | | (Check all applicable) | |
| WEST POINT, Å VA Å 23181 | | | <input checked="" type="checkbox"/> Director | <input type="checkbox"/> 10% Owner |
| (City) | (State) | (Zip) | <input type="checkbox"/> Officer | <input type="checkbox"/> Other |
| | | | (give title below) | (specify below) |
| | | | | 6. Individual or Joint/Group Filing(Check Applicable Line) |
| | | | | <input checked="" type="checkbox"/> Form filed by One Reporting Person |
| | | | | <input type="checkbox"/> Form filed by More than One Reporting Person |

Table I - Non-Derivative Securities Beneficially Owned

| 1. Title of Security (Instr. 4) | 2. Amount of Securities Beneficially Owned (Instr. 4) | 3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 4. Nature of Indirect Beneficial Ownership (Instr. 5) |
|----------------------------------------|-------------------------------------------------------|----------------------------------------------------------|-------------------------------------------------------|
| C&F Financial Corporation Common Stock | 500 | D | Å |
| C&F Financial Corporation Common Stock | 3,720 | I | shares in children's names |
| C&F Financial Corporation Common Stock | 1,021 | I | shares in spouse's name |

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

SEC 1473 (7-02)

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Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 4) | 2. Date Exercisable and Expiration Date (Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security | 4. Conversion or Exercise | 5. Ownership Form of | 6. Nature of Indirect Beneficial Ownership |
|--------------------------------------------|----------------------------------------------------------|------------------------------------------------------------------|---------------------------|----------------------|--------------------------------------------|
|--------------------------------------------|----------------------------------------------------------|------------------------------------------------------------------|---------------------------|----------------------|--------------------------------------------|

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| | Date Exercisable | Expiration Date | (Instr. 4) Title | Amount or Number of Shares | Price of Derivative Security | Derivative Security: Direct (D) or Indirect (I) (Instr. 5) | (Instr. 5) |
|------------------------------------|------------------|-----------------|----------------------------------------|----------------------------|------------------------------|------------------------------------------------------------|------------|
| Common Stock Option (Right to Buy) | 05/01/2004 | 05/01/2013 | C&F Financial Corporation Common Stock | 1,500 | \$ 40.5 | D | Â |
| Common Stock Option (Right to Buy) | 05/01/2005 | 05/01/2014 | C&F Financial Corporation Common Stock | 1,500 | \$ 37.5 | D | Â |
| Common Stock Option (Right to Buy) | 05/01/2006 | 05/01/2015 | C&F Financial Corporation Common Stock | 1,500 | \$ 35.2 | D | Â |
| Common Stock Option (Right to Buy) | 05/01/2007 | 05/01/2016 | C&F Financial Corporation Common Stock | 1,500 | \$ 39.6 | D | Â |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|-----------------------------------------------------------------|---------------|-----------|---------|-------|
| | Director | 10% Owner | Officer | Other |
| Olsson Charles Elis 4170 TANAGER CT. WEST POINT, VA 23181 | Â X | Â | Â | Â |

Signatures

/s/ Charles Elis
Olsson

04/25/2007

**Signature of
Reporting Person

Date

Explanation of Responses:

* If the form is filed by more than one reporting person, *see* Instruction 5(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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure.

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