

MEMORIAL RESOLUTION

DAVID ERNEST FAVILLE (1899 – 1970)

David Ernest Faville joined the Stanford Faculty in 1932 and served until his death on October 12, 1970.

He was born in Doylestown, Pennsylvania on December 8, 1899. He received his A.B. degree from Stanford magna cum laude in 1922, and in 1925 he received the M.B.A. degree from the Harvard Graduate School of Business.

David Faville served the University of Oregon as Associate Professor of Marketing from 1925-27 and as Professor of Marketing, Dean of the School of Business and Director of the Bureau of Business Research from 1928-32. He spent a year as Instructor of Retail Store Management at the Harvard Graduate School of Business during 1927-28.

While at Stanford, David Faville made a significant contribution through his activities in both the Graduate School of Business and the University. He served as Professor of Marketing from 1937 until his retirement in 1965. He was Acting Dean of the School for two quarters during 1949 and 1950. He taught in many summer and executive development programs at the Universities of Colorado, Columbia, Hawaii, and at IMEDE in Lausanne, Switzerland, ESAN in Peru, and Universidad del Valle, Cali, Colombia. He published several significant books and articles in his fields of Marketing and Retail Store Management. He was responsible for the creation of the William B. Faville Memorial Endowed Scholarship Fund. These scholarships are awarded to second year M.B.A. candidates whose primary interest is in the field of distribution.

David Faville played an important part in the over-all development of Stanford through his contributions as Chairman of the Executive Committee of the Academic Council and as a member of the Faculty Advisory Board, the University Policy Committee, the Stanford Athletic Board, the Faculty PACE Committee and the Board of Directors of the Stanford Book Store.

His contributions outside of the Stanford Community were also significant. He served many government, professional and business organizations throughout his career. Some of his activities included membership on the board of directors of Gantner & Mattern Co., Dallman Company, the American Marketing Association and the San Francisco Sales Executives Association. He was a member of the Advisory Committee of the U.S. Naval Ships Stores Office, served as principal economic consultant to the Wholesale and Retail Policy Section of the War Production Board, and was Chairman of the Market Study Committee of the National Federation of Sales Executives.

David Faville was a member of many honorary and social organizations, including Phi Beta Kappa, Acacia Fraternity, Beta Gamma Sigma, Alpha Kappa Psi, Alpha Delta Sigma, Phi Delta Kappa, and the Bohemian Club of San Francisco.

During David Faville's entire career he had an unusual interest in and empathy for people. He was a truly outstanding teacher who was never too busy to provide individual guidance and counsel to his students and to alumni of the Graduate School of Business. He was well liked and respected by his students, his many friends and his colleagues for his scholarly contribution to education and for his warm personality and his generous hospitality.

After retirement David Faville demonstrated his broad range of talent through his contribution in art, particularly in his Japanese miniature brush paintings.

David Faville is survived by his wife, Kathryn Faville.

Carlton A. Pederson, Chairman
Herbert Dougall
Arthur Kroeger
Frank Shallenberger