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David Reuben Iventosch



May 12, 1929 - April 16, 2019

David Reuben Iventosch passed away on April 16 at his home in Lafayette at the age of 89, just a few weeks before his 90th birthday. Although he ultimately lost his battle with cancer, his final days were filled with well wishes and visits from his close friends and family.

David was born on May 12, 1929 in Berkeley to Dora and Samuel Iventosch. He grew up in Berkeley, and was both a star athlete and class president at Berkeley High School. While he wasn't busy with studies, sports and school politics, he spent his time winning over the affections of his soon-to-be wife, Dolores. He went on to attend the University of California where he studied business and played on the freshman basketball team.

David left Cal after two years to help run the family business when his father suffered a serious illness. Soon after that he started Freeway Variety, a retail store in Montclair that became a fixture in that community. He was a member of numerous business associations and he and his store became famous for being the spot that had everything you couldn't find at the grocery or hardware store - or anywhere else for that matter.

David and Dolores had four children: Shira, Kirk, Leonard, and Lori. He was a fixture at the kids' and grandkids' sporting events and ventured into the backcountry of the Sierras and Frank Church Wilderness until his mid-70s. And while he was an outstanding athlete, his true passion was music and the arts. He was a master flute player and singer, playing and singing until very recently.

David was preceded in death by his wife of 60 years, Dolores, and is succeeded by his four children, thirteen grandchildren and six great-grandchildren.

Services were held on April 22.

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