LAURANS, EUDINE

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LAURANS, EUDINE "DEANIE" (BIREN), 94, of Boca Raton, Florida died on June 29, 2009 at the family's summer home at Salter's Point after a short illness. She was the wife of the late William George Laurans.

She was born in Philadelphia, Pennsylvania, the daughter of the late William and Anna (Odell) Biren. A dancer, who ran her own studio, and a classic beauty, she was named Queen of the Ivy Ball at the University of Pennsylvania after the Ball's sponsors had found no one worthy the previous two years. She met her husband on the Cunard liner Georgic; she nearly had cancelled her voyage, and he nearly had missed the sailing. Their attraction was immediate and three months later they married. William Laurans, brought up in Fall River, was a Brown graduate who co-founded Laurans Standard Wholesale Grocery and Roger Williams Foods. He never took a business step, or any other step, without his wife's advice and support.

Mrs. Laurans held many leadership roles in organizations in the New Bedford Jewish community, and the New Bedford social scene during the forties, fifties and sixties. The Laurans' were founding members of the Dartmouth Country Club. They traveled widely and made friends throughout the world. Her elegance and style, his charm, and their activeness in the business, social, and philanthropic community made their partnership a strong and visible one. Over the decades Mrs. Laurans cared in her home for her father, husband, and daughter, all of whom had long and serious illnesses. In later years she spent