

Former Cigarette Model Finally Quit Smoking

MIAMI (AP) – Alan Landers, the handsome model who proposed for [Winston](#) cigarette ads and later sued the tobacco industry over his health claims, has died while undergoing treatment for **Throat Cancer**. He was 68.

Landers died Friday at his south Florida home, his niece, Robin Levine Carns, said.

“He lived a very positive life. Very strong, loved life,” Carns said.

Landers, whose legal name was Allan Levine, started smoking as a child and wrote on his Web Site that he was required to smoke on the sets for advertisements, posing for billboards and magazine ads as the self-proclaimed “Winston Man.”

“He was just such a star for us in our family,” said Carns, who was a child during Landers’ heyday as a model in the 1960 and 1970s. “He was just such a celebrity.”

Landers said he lost his mother, father, brother, grand-mother, aunt and uncle to cancer. Yet during his years as a cigarette model, Landers said he didn’t know he was glamorizing a fatal habit.

Later in life, Landers became an outspoken critic of the tobacco industry. Carns said he traveled the world as a staunch anti-smoking advocate and eventually brought his fight into the court system.

Florida attorney Norwood “Woody” Wilner sued four the nation’s top cigarette makers on Landers’ behalf in December 1995. The case was scheduled to go to trial in April, said one of Landers’ Attorneys, Tim Howard.

The Former cigarette pitchman had long struggled with health problems.

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