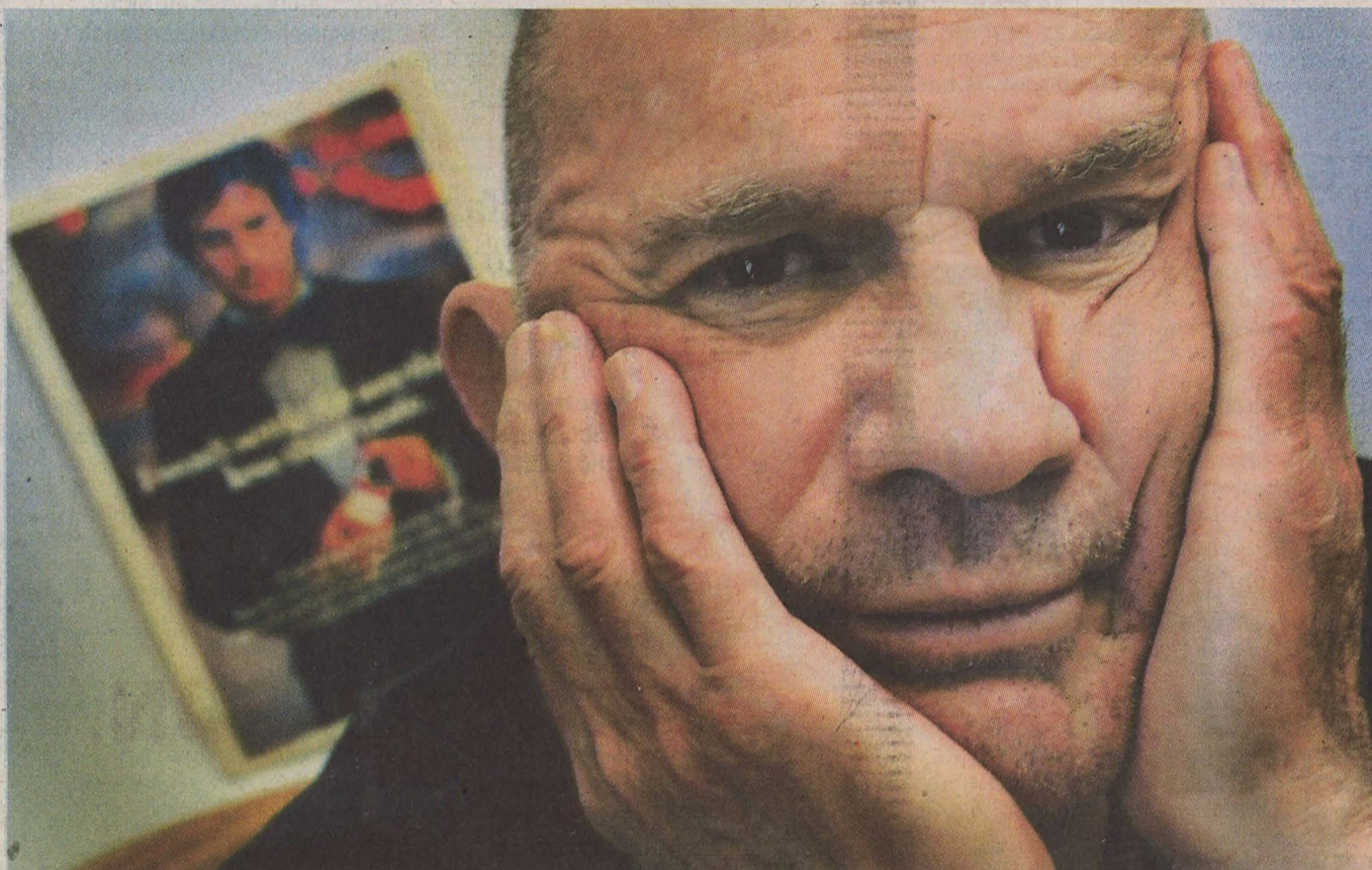


# KENSETH WINS DAMP DAYTONA

He comes from the rear of the pack in a backup car to take the rain-shortened 500. SPORTS, PAGE 1

## Alan Landers was once a face for Big Tobacco.



Robert Duyos, Sun Sentinel

Now the cancer-stricken 'Winston man' is fighting to stay alive for what he hopes will be a decisive legal showdown with the industry. 'If I can make it to court, they're not going to win.'

By Liz Doup  
STAFF WRITER

Count Alan Landers among as many as 9,000 people in Florida with legal cases involving tobacco companies. His voice, however, is unique.

In the late '60s and '70s, during the peak of his modeling career, Landers used his picture-perfect looks to make smoking appear stylish and pleasurable. He appeared in Winston ads on billboards and in magazines.

In late December, four months before the former cigarette pitchman was to go to trial against R.J. Reynolds and other tobacco companies, Landers, 68, was diagnosed with yet another cancer: a tumor on his right tonsil, following two bouts of lung cancer and emphysema.

"When I got the diagnosis, I thought about killing myself," said Landers, sitting in his Lauderhill apartment. "But that didn't last. The

tobacco companies have been waiting for me to die for years and I haven't. I'm not going to give them the satisfaction of beating me."

On Thursday, a jury decided that nicotine addiction caused the death of another Broward County man. It's the first of those estimated 9,000 cases to go to trial since the Florida Supreme Court threw out a record \$145 billion class-action jury award in 2006.

"I'm pleased, even though it's long overdue," Landers said. "It's a shame the husband wasn't alive to get closure. Justice delayed is justice denied."

Landers has an April court date in Palm Beach County, where his attorney will argue that smoking caused his life-threatening illnesses.

Because they're heading to court, R.J. Reynolds declined to comment on "what we're bringing to the table," said spokesman David Howard. » LANDERS PAGE 17



Robert Duyos, Sun Sentinel

Alan Landers, left, was the face of Winston cigarettes, as in this classic ad photographed from the personal collection he saved from his modeling days. Landers is fighting cancer and is suing tobacco giant R.J. Reynolds.



## Downturn worries private colleges

Parents likely to seek less costly options

By Scott Travis  
STAFF WRITER

Many expensive private universities could lose students this year as families search for cheaper alternatives for college, a new report suggests.

Fewer students will choose schools such as Palm Beach Atlantic University in West Palm Beach, which charges \$21,250 a year for tuition and fees, and Nova Southeastern University in Davie, which charges about \$19,000 a year, a report from Moody's Investors Service predicts. Instead, they will opt for state universities (about \$4,000 a year) or community colleges (about \$2,200 a year), the report suggests.

With jobs being lost, home values dropping and the value of market investments tumbling, many families have less money for college, the report says.

So far, most private universities say they haven't noticed any major decline. Spring enrollment was strong, as are applications for next year.

"But what they're concerned about is fall of '09. Who will show up?" said Ed Moore, president of Independent Colleges and Universities of Florida, which represents 28 private, not-for-profit colleges in Florida. "Your applications can be healthy, but you've still got to have them walk through the door."

Moody's, which analyzes the creditworthiness of universities, said most families consider college a non-discretionary expense, so students will get their education somewhere. They will likely still attend Ivy League schools

» TUITION PAGE 9

### Timeline

Trace tobacco advertising and legislation in the United States. Page 17



### More photos and video

See photos of Landers dating to his advertising days and watch a video of him talking about his case. [SunSentinel.com/landers](http://SunSentinel.com/landers)

» LANDERS PAGE 1

## Tobacco timeline

**1903:** *Harper's Weekly* in August states: "A great many thoughtful and intelligent men who smoke don't know if it does them good or harm. They notice bad effects when they smoke too much."

**1908:** New York City passes Sullivan Act, its first smoking ban. Women can't smoke in public establishments. One woman is arrested, but the mayor vetoes the ban two weeks after it's passed. An earlier attempt to outlaw men smoking in front of women didn't pass.

**1917-18:** United States joins World War I, and cigarettes are provided in military rations. Those opposed to sending cigarettes are accused of being traitors. It's reported that virtually an entire generation returns from the war addicted.

**1925:** Philip Morris' Marlboro, "Mild as May," is aimed at "decent, respectable" women.

**1950:** Lucky Strike's "Be Happy, Go Lucky" wins *TV Guide's* commercial of the year. (Cheerleaders sing: "Yes, Luckies get our loudest cheers on campus and on dates. With college gals and college guys a Lucky really rates.")

**1951:** TV's *I Love Lucy* begins, sponsored by Philip Morris. The animated titles that open the show feature the characters of Lucy and Ricky Ricardo. Shown as stick figures, they climb out of a giant pack of Philip Morris cigarettes.

**1955:** CBS's *See It Now* airs first TV report linking cigarette smoking with lung cancer and other diseases. (For the first time, newscaster Edward R. Murrow is not seen smoking on TV, though he hadn't quit. Murrow died of lung cancer in 1965.)

**1964:** First U.S. Surgeon General's report linking smoking and lung cancer.

**1971:** Ban on cigarette advertising on radio and television takes effect.

**1975:** U.S. Department of Defense stops distribution of free cigarettes to soldiers.

**1985-86:** Cuban leader Fidel Castro reportedly stops smoking cigars for health reasons.

**Around the same time:** The U.S. Surgeon General asks toy maker Hasbro to stop including a pipe as a Mr. Potato Head accessory.

**1991:** A study finds that 91 percent of 6-year-olds can match Joe Camel to his product, cigarettes, and that he is as recognized by preschoolers as Mickey Mouse.

**1992:** Nicotine patch is introduced.

**1997:** Tobacco companies settle Florida Medicaid lawsuit for \$11.3 billion.

**2000:** A jury awards Florida smokers punitive damages of \$145 billion.

**2003:** Florida bans smoking in most workplaces.

**2006:** Florida Supreme Court tosses out \$145 billion jury award saying each case must be tried separately so plaintiff can prove addiction.

Sources: tobacco.org and Sun Sentinel archives

# 'My anger has kept me alive'

## Smoker to crusader

Almost 14 years ago, Landers signed on to a class-action suit alleging that cigarette companies intentionally hooked their customers on nicotine and conspired to hide information about smoking's hazards.

Since then, he's dubbed himself "the Winston Man," a pitchman turned anti-smoking crusader who's pleaded for tobacco reform here and around the globe for the World Health Organization.

During those 14 years, legal wranglings have devoured time and filled 39 volumes that stand almost 5 feet high at the Palm Beach County Courthouse in West Palm Beach.

Though the court tossed out the jury award, it affirmed the jury's conclusions that tobacco companies misrepresented the addictive nature and health dangers of cigarettes. As part of that suit, Landers became one of thousands of smokers who could be eligible for money from a \$600 million pool financed by tobacco companies to avoid posting bail as they appealed the jury's verdict.

Landers decided to sue as an individual. And despite his precarious health, he forges on.

"Alan should have died 15, 16 years ago, but he has this incredible will to live," said Tim Howard, Landers' attorney. "He's fought back. He's spoken out about smoking. He wants his day in court."

## 2½ packs a day

Landers, whose legal name is Allan Levine, once enjoyed a glamorous life. From the '60s through the early '80s, he was a model and actor in California and New York. He played an on-the-lam robber on TV's *America's Most Wanted*. In the film *Annie Hall*, he was a pompous producer.

His Winston ads graced news magazines and subway stops. He still keeps a portfolio of photos from the Winston ad campaign: There's Landers in the snow hugging a woman. Cutting a Christmas tree. Holding holiday gifts. Smoking, smoking, smoking.

The photos mirrored his reality. Like so many hardcore smokers, Landers lit a cigarette first thing in the morning and last thing at night. He smoked after meals, after sex, with a cup of coffee or a glass of red wine.

Landers periodically tried to quit his 2½-pack-a-day habit. Nicotine patches. Nicotine gum. Cold turkey. Nothing worked.

Then his personal life began spiraling down. Landers crashed in the cocaine craze of the 1980s and ran through money. By the mid-'80s, he had landed in rehab after a plea deal for an armed robbery in California, he said.

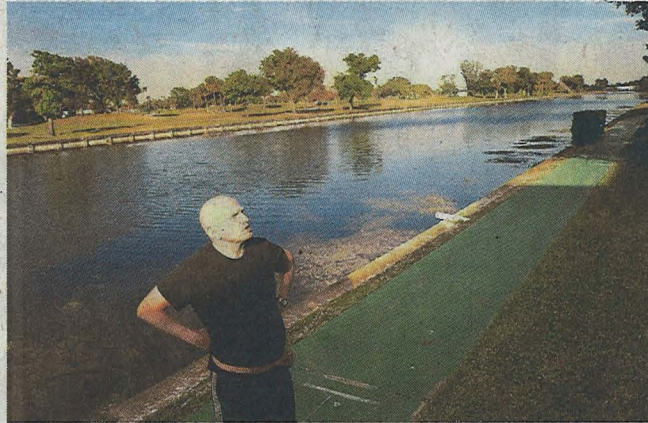
"I made a mistake. I was stupid," he said. "I haven't done any drugs since then."

In 1988, he lost part of his right lung. He stopped smoking, only to take it up again briefly in 1992. The next year, cancer took part of his left lung. Next came emphysema, then a coronary bypass.

The well-paid model became an out-of-work and ailing ex-smoker. He returned to Florida to give acting lessons.

## 'If I die, they win'

Three weeks ago he began treatment, a combination of radiation and che-



Robert Duyos, Sun Sentinel

Alan Landers takes a walk along the canal at his complex in Lauderdale. He lives in a one-bedroom apartment with a few pieces of furniture and is struggling financially.

motherapy. Dr. Daniel Kesden, of Lauderdale Lakes, Landers' primary physician, said his prognosis depends on how well he responds.

"He's made it through other malignancies," Kesden said.

"We have reason to be optimistic, but we can't predict the future."

Landers tries to keep up his spirits but alternates between laughter and tears, bravery and fear. At night it's hard to keep the terror at bay, he said.

"I'm not ready to die," he said. "But sometimes I think, 'This is it.'"

His once-chiseled features are gone; his face is soft and round. He buzzed

off his mane before starting treatment. ("I was going to lose it anyway," he said.) He eats healthy and works out.

Financially, he struggles. Landers lives in a one-bedroom apartment with a few pieces of furniture. On the walls: pictures with legislators, including Lawton Chiles, during his tobacco reform efforts.

"My anger has kept me alive," he says. "If I die, they win. If I can make it to court, they're not going to win."

Liz Doup can be reached at ldoup@SunSentinel.com or 954-356-4722.

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