

# Alan Landers, 68, Winston Man, Dies

By DOUGLAS MARTIN

Alan Landers, who started smoking at 9 and became a model for advertisements of Winston cigarettes and Tiparillo cigars, then contracted lung cancer and became a highly visible crusader against smoking, died Friday at his home in Lauderhill, Fla. He was 68.

Robin Levine Carns, a niece, said the cause was complications of treatment for cancer of the larynx, which Mr. Landers attributed to smoking, as he did his two lung cancers and heart disease.

As a foe of smoking, Mr. Landers billed himself as the Winston Man, in reference to his modeling for advertisements using the notoriously ungrammatical encomium "Winston tastes good like a cigarette should." He visited hundreds of schools, made appearances for the World Health Organization and testified before Congress.

His argument was his personal story. He told of puffing through literally cartons of cigarettes in photographic sessions as he sought to achieve the ideal spiral of smoke while not letting ash at the tip of the cigarette exceed a quarter-inch. He said he was not warned of the hazards of smoking and called the industry "the biggest con of the 20th century."

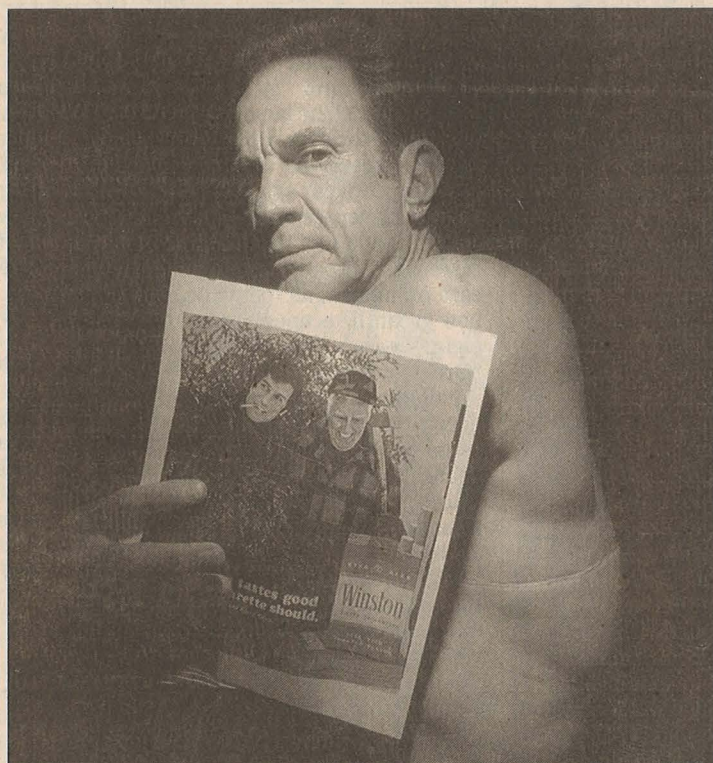
To dramatize his point, Mr. Landers would rip open his shirt to show scars from his operations.

In 1995, a spokeswoman for the R. J. Reynolds Tobacco Company told The Associated Press that there were warnings on cigarette packages at the time of Mr. Landers's modeling that he was free to read. Calls to the company's public relations department on Tuesday were not returned.

Wayne McLaren, one of the models for the Marlboro Man, also became an antismoking spokesman before he died of lung cancer. Janet Sackman, who was once the Lucky Strike girl, has supported antismoking efforts since she lost her larynx and part of a lung to cancer.

Mr. Landers sued Reynolds in 1995, saying the company had exposed him to health risks without warning him, and the matter is finally coming to trial on April 13. His lawyer, Norwood S. Wilner, said Mr. Landers's family was deciding how to proceed.

Mr. Landers was not part of a



MARK MIRKO/WEST PALM BEACH POST, VIA ASSOCIATED PRESS

Alan Landers in 1997 showing a surgery scar and holding a Winston ad in which he, on left, appeared in the mid-1960s.

class-action suit filed in 1994 in Florida involving up to 700,000 smokers, which won a jury award of \$145 billion in 2006. The State Supreme Court voided the award, saying each smoker's damages must be decided individually. In February, a jury awarded a smoker's widow \$8 million in the first such decision.

Mr. Wilner said Mr. Landers was not included in the original class-action case because "we wanted him to be able to speak for himself."

Alan Stewart Levine was born in Brooklyn on Nov. 30, 1940, and grew up watching movies; his twin brothers, who were ushers, let him in free. He told USA Today in 1995 that he began to smoke "before my bar mitzvah." At 17, he joined the Army, which gave him a "smoke break" five minutes after each hour. He developed a smoking habit of two-and-a-half packs a day.

He went to New York, took acting classes and worked for several modeling agencies in succession. He appeared in magazines like Vogue, Cosmopolitan and GQ, and was once a centerfold in Playgirl. One of his biggest modeling jobs was with Reyn-

olds, which he said paid him \$3,000 to \$5,000 a day.

In 1998, The Palm Beach Post reported that in a deposition Mr. Landers said he had modeled in Winston print advertisements only for a one-week shoot. Mr. Landers acknowledged this to the newspaper, as well as its report that he had once had a cocaine addiction and had pleaded guilty to two armed robberies.

Mr. Landers had small parts in television series and in Woody Allen's movie "Annie Hall" and ran an acting school in Los Angeles for many years.

Mr. Landers, who never married, is survived by his brother, Jack Levine, of Destin, Fla.

Over the years, some people questioned how Mr. Landers could have been as ignorant of the dangers of smoking as he said he was, particularly after the surgeon general in 1964 officially reported that it caused cancer. He answered that his addiction was too strong, and the warnings not sufficiently forceful.

Mr. Wilner offered another possible explanation, one relevant to Mr. Landers's lawsuit: "He knew a lot less than R. J. Reynolds did."

## Deaths

Alger, Ian	Gitelle, Gene	Patterson, Mary
Becker, Dorothy	Gottesman, Lillian	Polsky, Gladys
Bing, Harry	Griminger, Paul	Proddow, Penny
Comeau, Amy	Harding, Mary	Raskas, Sheri
Crandall, F. William	Holstein, Albert	Ross, Lore
De Give, Eleanor	Kirk, Ursula	Rovins, Leonard
Dwight, George	Kneafsey, Daniel	Sand, Edward
Field, Eris	Lieber, Charles	Sell, Sheila
Gelfand, Julia	Olsen, Elisa	Seltzer, Irene
Gennes, Robert	Paly, William	Sirkin, Jacob

**ALGER**—Ian. His colleagues at Weill Cornell Medical College and New York-Presbyterian Hospital express condolences to the family of Dr. Alger, an esteemed Clinical Professor in our Department of Psychiatry. He was well known for his work with families and pioneering creative efforts to bring video technology to the practice and teaching of psychiatry. Respected as a therapist and educator, he was also a splendid friend.

**BECKER**—Dorothy (nee Annenberg), 93, died peacefully on March 1st. She is survived by a loving family; her Sister Jeanne A. Spitzer; her grandson, Michael Feuer and his wife Karen; her son-in-law, Bernard Feuer; her niece, Helene Spitzer; her nephew, Stephen Spitzer and his wife Ella; her nephew, Michael Becker. She was predeceased by her husband, Hyman Becker, and her daughter, Judith Feuer. A graveside service was privately held.

**BING**—Harry, September 9th, 1921 - March 3rd, 2009. Loving and beloved husband to Anne for 62 years and father to Barbara (Stuart) and Steven (Robert). All who knew Harry will miss his kindness, gentleness and sense of humor.

**COMEAU**—Amy R., on March 3, 2009. Beloved wife of Albert Robbins; loving mother of Alix Grace Comeau; loving stepmother of Laura Bogen and Charles Robbins. Sorely missed by all her family, friends and colleagues. Funeral service will be held, Thursday, 10:00am at Gramercy Park Memorial Chapel, 353 Second Avenue (at 20th Street) New York. Interment to follow at Beth David Cemetery, Elmont NY.

**CRANDALL**—F. William, March 20, 1929-February 28, 2009. Loving husband of Cynthia Boit Crandall. Devoted father of Frith, Timothy (Michele) and Stephen, and the late Philip, and grandfather of Daniele, Samantha and Rebecca. Brother of the late Susan Crandall Kenyon. Graduate of the Hotchkiss School, Yale University and Columbia University Law School. Retired partner of Milbank Tweed Hadley & McCloy. Longtime board member of the Convent of the Sacred Heart and Loyola School. Bill has been deeply loved by his family, friends

**FIELD**—Eris M. It is with great sadness that we mark the passing of a gracious and committed friend. In philanthropy, as in life, Eris M. Field was a full partner with her husband, Lawrence N. Field ('52) and together they have been among the most generous of donors to Larry's alma mater, Baruch College, CUNY. The historic Lawrence and Eris Field Building at 17 Lexington Avenue in Manhattan is a physical embodiment of their vision and commitment to the College's academic excellence. The nationally ranked Field Programs in Entrepreneurship at Baruch College are growing and thriving because of Eris and Larry's unwavering support. Married for 49 years to her husband, Larry, and the devoted mother of two accomplished daughters, Eris was a passionate patron of the arts in Los Angeles, her adopted city. The Eris M. Field Plaza at the entrance to the Walt Disney Concert Hall commemorates her devotion to the Los Angeles Philharmonic. Among her other philanthropic efforts, Eris was a "Founder" of the Los Angeles Music Center, and, in 2005, Cedars-Sinai Medical Center dedicated the Eris M. Field Endowed Chair in Diabetes Research, a gift that recognizes Eris's own battle with the disease. Eris Field lived a full and generous life and we extend our most heartfelt condolences to her husband, Larry; her daughters, Lisa and Robyn; Robyn's husband, Anthony O'Carroll; and her two beloved granddaughters, Abby and Kate. Baruch College and the Baruch College Fund community join Eris and Larry's many, many friends who are saddened by her untimely passing.

Kathleen Waldron, President Baruch College

Larry Simon '65, President The Baruch College Fund

**GELFAND**—Julia, 102, died on March 1, 2009. Beloved wife of the late Samuel Gelfand. Loving mother of Norman (Yona), Andrew (Allegria), Henry (Janet) and Mark (Amelie). Grandmother of Jonathan (Linda), Naomi, Harold (Stephanie), Daniel (Anne), Yosi (Inylin), Keren, Ethan and Sammy. Great-grandmother of David, Rachel, Emmett, Evelyn, and Isaac. Julia's happiness in her children, grandchildren, and great-grandchildren was clouded by the untimely death of grandchild Adam. Julia worked at Hunter College for more than 40 years. She will be missed by family and friends. Services Thursday, March 5, 2009 at 11:30am, Plaza Jewish Community Chapel, Amsterdam Ave., at 91st Street.

## Deaths

**HOLSTEIN**—Dr. Albert of Midletown, New Jersey died Friday, February 27, 2009 at the age of 91. Born September 14, 1917, Dr. Holstein was the son of Sarah Ruskin Holstein and Jacob Holstein, owners of Holstein's Department Store on Jackson Avenue in Jersey City, NJ. Born and raised in Jersey City, Dr. Holstein attended St. Peter's College before continuing on to receive his DDS from Georgetown University Dental School. He practiced dentistry in Jersey City for nearly 50 years. Dr. Holstein is predeceased by his sisters Clara Feldman and Libby Bergen. He is survived by his wife Eleanor Holstein, their sons, Paul Holstein of Delmar, NY and Neil Holstein of Southport, CT; three children from his previous marriage Jeffrey Danneman of New York, David Holstein of Massachusetts and Robyn Holstein-Glass of Maryland and seven grandchildren. A private funeral service was held at Beth Israel memorial Park in Woodbridge, NJ on Sunday, March 1, 2009. Donations in Dr. Holstein's name may be sent to Ms. Ann Craved, St. Peter's College, 2641 Kennedy Blvd., Jersey City, NJ 07306. Checks should be mailed to St. Peter's College.

**KIRK**—Ursula, RSCJ. The Head of School, Trustees, Administration, Faculty and Staff, Students, Parents and Alumni of Convent of the Sacred Heart, New York City, deeply mourn the passing of an exceptional friend and former colleague. The Sacred Heart community will cherish the memory of Sr. Kirk's deep faith, brilliant mind and devotion to the Sacred Heart community.

**KNEAFSEY**—Daniel Patrick, on February 27, 2009. Beloved son of Joseph and JoAnn (nee Conti). Loving brother of Thomas. Dear nephew of Marian Conti, Eileen Galvin, Margaret Rogich, Edward Conti and Isabella Conti. Survived by many loving cousins. He will be sorely missed by the staff and his friends at New England Village. Visiting Wednesday and Thursday 2-5 and 7-9pm at M.J. Smith Sons Funeral Home, 248 Prospect Park West at Prospect Ave., Brooklyn. Mass of Christian Burial Friday 10:00am at St. Boniface Church. Interment to follow at The Green-Wood Cemetery. In lieu of flowers, donations in his memory can be made to New England Village, 664 School Street, Pembroke, MA. 02359.

**LIEBER**—Charles, M.D. Temple Sinai of Bergen County deeply mourns the passing of our longtime member Dr. Charles Lieber, husband of Marianne Lieber. Condolences are extended to the entire family.

Rabbi Jordan Millstein, Michele Harris, and Jane Gellman, Presidents

**OLSEN**—Elisa Mitchell, died peacefully on February 21,

## Deaths

**PRODDOW**—Penny, passed away peacefully at home in New York, February 28, 2009, following a short illness. Penny's professional worlds included teaching at The Metropolitan Museum of Art, curating at R. Esmerian, Inc., co-writing a monthly column for In Style Magazine. Educated at Bryn Mawr as a classical archaeologist, Penny wrote a series of children's books in the 1970s, bringing to life the world of Greek myths for a young audience; these writings would become the basis of her lecture series "Pause for Pegasus" given at the educational department at the Met in recent years. Applying her knowledge of ancient art, Penny became a jewelry researcher and historian; her pioneer efforts assisted in organizing landmark jewelry exhibitions and co-writing articles and five books. Most important of all, Penny's friends and associates will miss her gutsy creativity, her acute observation enhanced by historical and literary knowledge, and of course her laughter - all together providing for a unique humanity that only Penny Proddow could bring to our lives. Burial in Nantucket will be private.

Ralph Esmerian

**RASKAS**—Sheri. SAR mourns the untimely passing of Sheri Raskas, beloved mother of Michael and Karen Raskas, Aliza and Yankie Major, Tammar and Tani Benovitz, Ari and Robyn Raskas, and Jonathan Raskas, and beloved grandmother of 11 current SAR students. May the family be comforted amongst the mourners of Zion and Jerusalem.

Jack C. Bendheim, President ROSS—Lore. The American Jewish Committee mourns the passing of our beloved friend Lore Ross. In partnership with her devoted husband of 67 years, Eric, Lore was an extraordinarily generous woman who leaves behind an enduring legacy of philanthropy and human kindness. She will be sorely missed. We extend our heartfelt condolences to Eric, their children, grandchildren and great-grandchildren.

Richard J. Sideman, President David A. Harris, Executive Director

**ROSS**—Lore. The Trustees and staff of the Newark Museum mourn the passing of dear friend and philanthropist Lore Ross. Lore was a woman of intellect, vitality, generosity of spirit, and elegant taste. She will be remembered particularly for her appreciation and support of the Museum's decorative arts program. We extend our deepest sympathy to her husband of six decades, Eric F. Ross, and their family.

Arlene Lieberman, Chair

Mary Sue Sweeney Price, Director The Newark Museum Newark, New Jersey

**ROVINS**—Leonard, of Counsel to McGuire Woods, died February 18, at 93. He had a long standing national reputation in management labor law in both the private and public sectors. Memorial services will be March 19, 5:00pm, at Westport, CT Town Hall, 110 Myrtle Avenue.

**SAND**—Edward A., died on February 13th, 2009 in Sarasota, FL. He was formerly Chairman and CEO of Parents Magazine Enterprises where he guided the company's growth to include maga-