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William C. Paley shows off one of his La Palina stogies. Paley's father was the founder of CBS, but even more interestingly, his grandfather, Samuel Paley, the son of Ukrainian immigrants, was the founder of the Congress Cigar Company, which eventually manufactured La Palina.

Bill Paley, a philanthropist and former drug counselor, lives with his wife Alison in Washington, D.C., where he is on the board of The Legal Action Center.

Paley told me that his grandparents used to tell him about the reader at their company. The reader was a man who sat and read books ... like *The Count of Monte Cristo* ... out loud while the workers rolled their cigars.