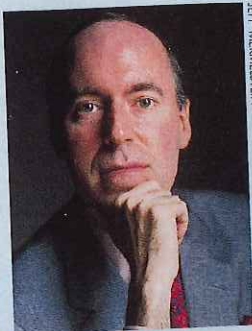


## THE TRUMP-BORK CONNECTION



JEFF ARONHEIM

**DAVID LIFSCHULTZ**, whose legal team in the case includes Supreme Court reject . . .



**DONALD TRUMP** has a 10% stake in the outcome of a \$1.8 billion suit filed by . . .



J. L. ATIAN-SYGMA

**ROBERT BORK**, who will work for a contingency fee of 7.5% of any awards.

vices, which like the other defendants denies any conspiracy: "We have chosen to try the case through the judicial system, not the press."

### IACocca ACTS LIKE PAUL NEWMAN

■ His flashy signature is on the bottles, but don't assume Chrysler CEO **Lee Iacocca**, 67, spends his time flogging the wine and olive oil that bears his name. Says he: "I have enough trouble selling cars."

Even so, Iacocca's Villa Nicola Ltd. operation is branching out. This fall his moniker will appear on tubs of an olive oil spread that looks like margarine but has 27% less fat. Iacocca's marketing projection: "It could be sensational."

Hawking the wine, oil, and spread to restaurants and supermarkets falls to son-in-law **Ned Hentz**, 34, a former BBDO copywriter. Hentz married Iacocca's older daughter, **Kathi**, 33, in 1986, the same year I-

BY LAURIE KRETCHMAR

cocca bought a 23-acre farm in Tuscany that he named after his father, **Nicola**, who died in 1973. The grapes and olives Villa Nicola uses come from nearby estates. So far the business loses money. À la actor-turned-grocer **Paul Newman**, 67, who gives earnings from his foods to AIDS research and other charities, Iacocca hopes a percentage of any future profits will go to research on diabetes, which killed his first wife, **Mary**.

Iacocca is actually a tad more hands-on with the enterprise than he implies. Hentz calls him a "great mentor" who likes regular status reports. The food business grew from Iacocca's hobby of giving bottles of wine and olive oil to friends. Pictured below, the keen amateur cook uses his own product to make spaghetti sauce at the Hentz home near Boston. Cooking for the kids is a family tradition. When Iacocca is back in Allentown, Pennsylvania, where he grew up, his mother, **Antoinette**, 88, fixes dinner. **F**

### ... ALSO STARRING RALPH THE RAT

■ Here's a strange ticket: ex-billionaire **Donald Trump**, 46, and onetime Supreme Court nominee **Robert Bork**, 65. Both have a stake in a \$1.8 billion lawsuit filed by **David Lifschultz**, also 46, CEO of the stalled Lifschultz Fast Freight trucking company in New York City, against Consolidated Freightways, Roadway Services' Express, and Yellow Freight System. Lifschultz's suit claims they conspired to push smaller competitors like him out of business.

As Fortune People reported last December, Trump is Lifschultz's landlord and traded rights to property on Manhattan's West Side for 10% of Lifschultz Industries, the plaintiff company's corporate parent. That would give Trump 10% of any damages a court awards.

Now Bork has signed on as Lifschultz's chief legal adviser. His take also depends on the verdict, since he is working for a 7.5% contingency fee. An odd

move for a legal eagle who before his top-court bid promoted looser antitrust regulations.

Has anything changed Bork's mind about monopolies? It's hard to tell: He canceled two interviews and was said to be too busy to comment.

Says Trump of Lifschultz, who filed the suit in 1987, four years before his carrier shut down: "He's fighting a very worthy cause. I respect his courage."

The cast in this case—to be heard by a district court in Greenville, South Carolina, probably this year—also includes **Ralph Picardo**, 40-something. He is a Teamsters official turned government informer. "Ralph the Rat," as he's known to some, is expected to testify on Lifschultz's behalf. **Thomas Puccio**, 47, a criminal defense lawyer and former federal prosecutor, will be Lifschultz's chief trial counsel. Trump says Bork and Puccio are "an incredible legal team."

The opposition sniffs at the plaintiff's celebrity-studded offense. Says **Douglas A. Wilson**, VP of finance at Roadway Ser-

Chrysler's CEO uses his own olive oil to make a spaghetti sauce for the kids.

