THE TRUMP-BORK CONNECTION

DONALD TRUMP has a 10% stake in the outcome of a $1.8 billion lawsuit filed by his legal team.

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

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

BY LAURIE KRETCHMAR

ICOCCA ACTS LIKE PAUL NEWMAN

His flashy signature is on the bottles, but don’t assume Chrysler CEO Lee Iacocca, 67, spences 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 fails to son-in-law Ned Hentz, 34, a former BBDO copywriter. Hentz married Iacocca’s older daughter, Kathi, 33, in 1986, the same year Iacocca 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.

.... ALSO STARING 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 song, 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-