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Perseverance Pays Off

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Business Notes



Traders cheer the blue-chip rally

WALL STREET

The Lonely Bulls of Spring

The stock market threw a record-setting party last week, but many investors failed to attend. Spurred in part by a Government report that the Consumer Price Index had risen a modest 0.2% in April, the Dow Jones industrial average

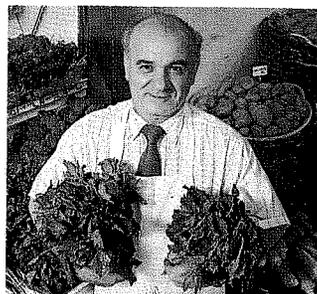
reached new all-time highs on Monday, Tuesday and Thursday. After a drop of 12 points on Friday, the Dow closed at 2819.91, up 18 for the week. But the gaiety was muted by the fact that broader market gauges, including Standard & Poor's index of 500 stocks, remained flat throughout the week and have shown little growth all year.

Wall Street watchers placed at least part of the blame for the gap on disappointing first-quarter profits reported by many small and medium-size companies. Moreover, investors remain uncertain about prospects for the U.S. economy. In response to such concerns, they have sought security by buying and hoarding the blue-chip stocks that make up the Dow index. ■

VEGETABLES

Bitter Flavor, Sweet Profits

Bored with broccoli? Sick of spinach? Can't cope with any more kale? For diners with vegetable ennui, a trendy alternative is broccoli rabe, an Italian staple that is catching on with a wider audience. Broccoli rabe (usually pronounced rob) is high in vitamins A and C, potassium and fiber. All its parts—stem, leaf and flower—are edible and have a distinctive, mildly bitter flavor. Most chefs serve it as a side dish, cooked with oil and garlic or tossed with pasta. Says Scott Whitman, sous-chef at San Francisco's Fog City Diner: "Everyone is more interested



Rabe: leafy, green and popular

in unique foods. Standard broccoli has become too à la truck stop."

D'Arrigo Bros. of Salinas, Calif., which claims to be the world's largest producer of the vegetable, has boosted its plantings 40% since 1985. As a specialty vegetable, rabe fetches the dear price of \$27 per 20-lb. box at wholesale, vs. \$8 for regular broccoli. ■

AUTOS

A Viper On the Loose

Chrysler has tantalized car buffs for more than a year with glimpses of a muscular two-seater called the Viper. The roadster won rave reviews at U.S. auto shows, but Chrysler coyly refused to say whether the Viper would ever become a production car. The fan dance ended last Friday when Chairman Lee Iacocca said the company will build the car, but only about 500 annually. Powered by a 400-h.p., ten-cylinder engine,



A test model of Chrysler's roadster near proving grounds in Arizona

the Viper will be built for speed and handling. Chrysler insiders claim that the car will be able to accelerate like a rocket sled, zooming from 0 to 160 k.p.h. in about ten seconds, faster than the Chevrolet Corvette ZR-1. The first Vipers off the line

should be available late next year at a price of \$30,000 to \$40,000. Chrysler hopes the new vehicle will demonstrate that the company is still a creative force in the industry, despite its recent decline in sales and market share. ■

DISCRIMINATION

Perseverance Pays Off

American business is full of tough bosses who boast that they "take no prisoners" and run their company "lean and mean." But Ann Hopkins' superiors at Price Waterhouse considered her too "macho" to become a partner at the giant accounting firm. Some even said the aggressive management consultant would be better off going to "charm school."



Hopkins

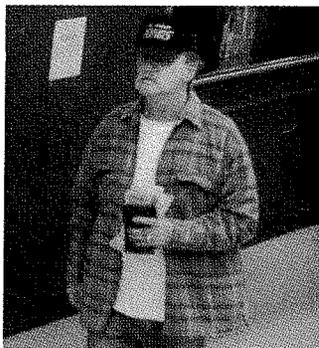
While Hopkins had generated \$35 million to \$40 million in business, more than any of the other candidates for partner, the firm decided in 1983 not to promote her. She resigned and sued for sexual discrimination.

After seven years of litigation, including arguments before the U.S. Supreme Court, federal Judge Gerhard Gesell of Washington last week ordered Price Waterhouse to install Hopkins as a partner and to give her at least \$350,000 in back pay. The firm has not yet said whether it will appeal the precedent-setting decision. ■

CRIME

One Bag of Cash, Please

Crooked savings-and-loan executives are not the only ones running off with loot these days. Old-fashioned stickup men are doing pretty well too. Bank robberies in the U.S., which declined during the first half of the 1980s, increased to 6,691 last year, a 23% rise from 1985. Unfortunately, crime often pays. Of \$50 million taken from banks last year, only 20% has been recovered. The most common technique is the tried-and-



Wanted: a California bank robber

true "note job," in which a robber simply hands a threatening note to the teller.

California is the bank-rob-

bery capital of America, with Florida and New York as runners-up. In New York City alone, 227 bank robberies occurred during the first quarter of 1990, a 50% increase from last year's pace. "Lots of bank robbers convicted in the late 1970s and early 1980s are now back on the streets," explains James Fox, chief of the FBI's New York office.

Not all robbers are crafty. Last year a man who stole \$2,100 from a Brooklyn savings bank was mugged as he made his getaway on foot. He reported his loss to the police, who promptly arrested him. ■