

# Wall Street Backer Cools Off on Nixon

NEW YORK, Jan. 30—President Nixon's chief supporter—and most active fund-raiser—in Wall Street has declined to join in an effort to buttress the beleaguered chief executive.

Bernard J. (Bunny) Lasker, a close personal friend of both the President and former Vice President Spiro T. Agnew, confirmed that he turned down a request for money to help pay for an advertising campaign to support Mr. Nixon. The request came from Donald M. Kendall, chairman of PepsiCo, Inc., another close Nixon friend.

Lasker, a former chairman of the New York Stock Exchange, was chiefly responsible for raising millions of dollars in Wall Street for the Nixon campaigns in 1968 and 1972. At one dinner in September, 1972, more than \$1.5 million was collected. While estimates put the total he raised at close to \$5 million, Lasker says it was "between 1½ and 2 million" in 1972.

He refused to discuss the reasons for his refusal to help the advertising campaign, which has also met with a cool reception from other Wall Streeters contacted. "Fools ask reasons, wise men never try," he said, quoting from "South Pacific."

Sources in the Street say Lasker has been discouraged by the Watergate scandal and that he appears to have pulled back from his usual active participation in securities industry affairs. Lasker denied that, noting that he is a member of the NYSE board of directors and chairman of its floor policy committee.

Mr. Nixon and Lasker met during the 1960 presidential campaign and became close friends when the Nixon family moved here in 1963. In

May, 1970, Lasker arranged a widely heralded White House dinner to allay Wall Street fears during a severe stock market break. Through the first part of the Nixon administration, he attended a number of White House events and represented the President at the inauguration of William R. Tolbert as President of Liberia in 1971, in a group that included Mrs. Nixon.