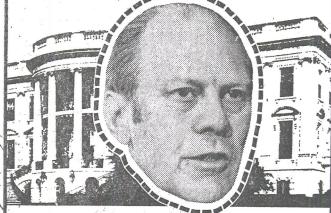
This year's household word. Next year's White House resident?



JERRY FORD Up Close

AN INVESTIGATIVE BIOGRAPHY **BUD VESTAL**

From relative obscurity, Gerald R. Ford has suddenly emerged as not only our new Vice President, but as the man who could replace Richard Nixon in the White House.

But little is known about the real Jerry Ford. What is he really like behind the straight-arrow image? What are his strengths and weaknesses, his political philosophy, personal likes and dislikes? What sort of man now stands at the very edge of ultimate power? Bud Vestal, veteran journalist, and a team of seven Michigan newspapermen who have known Jerry Ford for all of this political life, now have produced the first "warts and all" definitive (and intimate) portrait of Ford, the man.

Illustrated with photographs \$7.95 at all bookstores

COWARD, McCANN & GEOGHEGAN