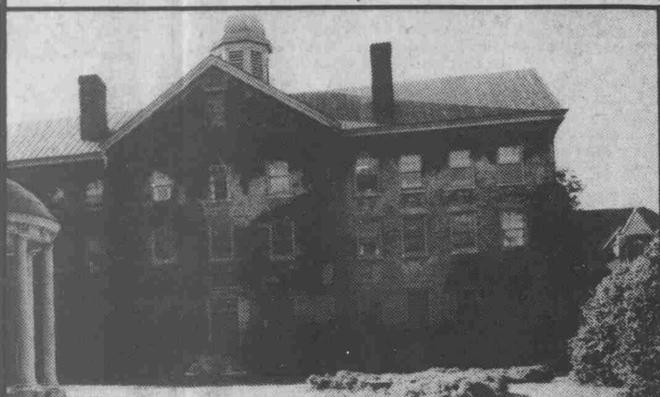




In the Soviet Union, the evangelist preached to more than 1,000 people at the Russian Orthodox Cathedral of the Epiphany.



When the pastor of the Moscow Baptist Church asked how many present had read Graham's "Peace with God," nearly half of those jammed into the pews, aisles and balconies lifted their hands.



Billy and students take time for one-on-one conversation at Northeastern University in Boston.



## CALENDAR OF EVENTS

Sept. 27 - Fri. Oct. 1 • 8 PM  
CARMICHAEL AUDITORIUM

Billy Graham lectures on "Personal Peace in A Nuclear Age"

Special Guest: Bobby Jones, All American UNC 1974  
Basketball Great now with Philadelphia '76ers

A Drama by the A.D. Players

Question & Answer Period follows Mr. Graham's Lecture

Billy Graham lectures on "Intellect and Faith"

Special Guest: Doris Betts, Writer and Teacher

A Drama by the A.D. Players

Billy Graham lectures on "The University of Life"

Special Guest: UNC Alumnus Mark Roessler  $\Phi\Delta\Theta$   
Minister of Evangelism, Coral Ridge Presbyterian Church,  
Ft. Lauderdale, Fla.

A Drama by the A.D. Players

Billy Graham lectures on "Relationships"

Special Guest: Carl Winfield, Class of 1984, Biology Major

A Drama by the A.D. Players

Billy Graham lectures on "The Reason to Live"

Special Guest: Fran Knott, Class of 1983,  
History-Speech-Communications Major

A Drama by the A.D. Players

### Bel Hill. A challenging experience.

Arrival of the world-famous evangelist with two mindsets. Some students find religion really doesn't affect me because I have my views set on religion. I hear him because I've seen him on TV and I don't take him seriously. . . . "I sense just doesn't hold that much interest for me."

But this: "I think it's really fantastic that we get to have him come here. I am so excited about hearing him speak. Someone with that much acclaim as a speaker . . . of being in there with an open mind."

The Varsity Christian Fellowship, in cooperation with other Christian fellowships, extended the invitation to Billy Graham to come to UNC. Their purpose in doing so is to give students and the university community the opportunity to hear the reason to live. They chose Billy Graham to speak for his clear and powerful Gospel message.

The partnership of REASON TO LIVE has geared the outreach to the needs of the campus. The outreach will not follow the traditional crusade format, but will be made up of five evangelistic lectures treating topics of particular relevance to the campus.

When competing truths are presented and tested, you are invited to consider the one who has claimed Himself to be The Truth.



The late Sandy Ford, former UNC CH student, nephew of the evangelist, and Co-Chairman of the Steering Committee, was instrumental in inviting Billy Graham to UNC.

### Cambridge University

*"As Billy began to speak I was aware of preconceived ideas being destroyed. He spoke a lot of sense."*

up by other papers across the country and by the Associated Press. Sparked by Los Angeles, a successful Boston meeting followed and invitations began coming to Billy from across the country and the world.

In 1950, Mr. Graham took his ministry to radio with the broadcast of the weekly "Hour of Decision" on the ABC Radio Network. The program, offering a message by Mr. Graham or an associate evangelist, as well as interviews with Christian newsmakers, reports from the mission fronts and inspirational music, continues to be heard each week on hundreds of radio stations around the world. A few years later, making further use of the mass media, he began televising his citywide evangelistic meetings starting with the historic Madison Square Garden Crusade in New York City in 1957.

Approximately 3,500 hours of prime time television are now purchased each year by the Billy Graham Evangelistic Association to transform crusades and other special programs into national events. Worldwide Pictures in Burbank, California is the film-making arm of the Association, with pictures like the award-winning "Hiding Place" starring Julie Harris to its credit. "Decision" Magazine has three million circulation, and Mr. Graham's books are widely read in many languages. (When the Russian pastor introducing him at the Moscow Baptist Church asked how many in the congregation had read Mr. Graham's "Peace with God," nearly half of those jammed into the pews, aisles and balconies enthusiastically lifted their hands.) His "Angels: God's Secret Agents" was the United States' runaway best seller in any category, inspirational or otherwise, in 1975.

Billy Graham ministers to the whole person, body as well as soul. His organization's World Emergency Fund is a practical example of Christian love in action, providing help in the form of money, food, medicine, building materials



Tough questions got straight answers during the question-and-answer period following Mr. Graham's lecture at Harvard's John F. Kennedy School of Government.



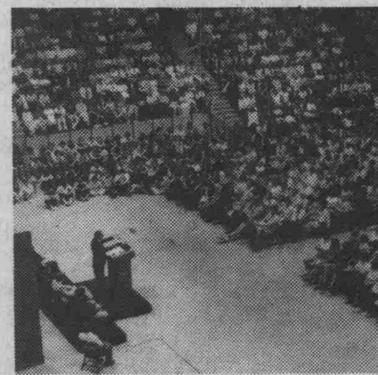
Billy makes a point to students at M.I.T.

— whatever may be needed for suffering people. Hundreds of thousands of dollars have been disbursed to provide such things as grain for drought stricken West African countries, to rebuild a village in India destroyed by a tidal wave, to send food and medicine to earthquake victims in Guatemala, and to help Vietnamese boat people and Cambodian refugees in Thailand. 100 percent of every dollar given to the Fund goes to the needy, with the Billy Graham Evangelistic Association deducting nothing for administrative costs. True to its evangelistic commitment, BGEA sees to it that recipients are told this help comes to them in the name of Jesus Christ.

## BILLY GRAHAM AND STUDENTS

Of the vast throng who have come to know Christ as their Lord and Saviour through the preaching of Billy Graham, more than half have been young people for Billy has enormous rapport with the student generation. Father of five and grandfather of fifteen, he is deeply interested in the young men and women who will guide the destiny of tomorrow's world. Students sense this genuine concern and respond to the power and clarity of Mr. Graham's Biblically based preaching.

"The message and love came across,"



New England college auditoriums were filled with near capacity crowds during Billy Graham's evangelistic lecture series. Here he speaks at Dartmouth.

### Boston College

*"The economy isn't making it, the family isn't making it. We know we need something more."*

says a student at Northeastern University. "Many times students feel a speaker doesn't care about them. Billy Graham is projecting the love of God."

A Cambridge student puts it this way: "As Billy began to speak I was aware of preconceived ideas being destroyed. He spoke a lot of sense."

And a student at Boston College: "The economy isn't making it, the family isn't making it. We know we need something more."

A Student Steering Committee has invited Billy Graham to UNC CH. "Reason to Live," Mr. Graham's evangelistic lecture series at the College, begins Monday, September 27 through Friday, October 1 at 8 PM in Carmichael Auditorium. Tickets are free and there will be priority seating arrangements for students. A question-and-answer period will follow Mr. Graham's lecture on Monday night. *Don't miss these meetings that can change your life!*

**THE UNIVERSITY-RECOGNIZED STUDENT ORGANIZATION  
FELLOWSHIP IN COOPERATION WITH CAMPUS CRUSADE FOR  
AN ATHLETES AND UNITED CHRISTIAN FELLOWSHIP.**