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DALLAS, TEX. OCT. 30 (AP)-A DALLAS TELEPHONE RECORDING SERVICE WHICH ATTACKS THE UNITED NATIONS CHILDREN'S FUND IS SPONSORED AND FINANCED BY LOCAL JOHN BIRCH SOCIETY MEMBERS, A BIRCH OFFICIAL SAID.

MRS. SAM DORFMAN, DALLAS CHAIRMAN OF U.S. COMMITTEE FOR UNICEF, LABELED THE RECORDING'S CHARGES AS "COMPLETELY UNTRUE."

"THEY ARE DEFINITELY AND BLATANTLY LIES," SHE SAID.

A CALL TO THE DALLAS TELEPHONE NUMBER TRIGGERS THE RECORDING OF A MALE VOICE IN A TWO-MINUTE ATTACK ON UNICEF--UNITED NATIONS CHILDREN'S FUND--ANNUAL HALLOWE'EN "TRICK OR TREAT" PROGRAM.

REX WESTERFIELD, DALLAS REGIONAL DIRECTOR OF PUBLIC RELATIONS FOR THE BIRCH SOCIETY, SAID THE TELEPHONE RECORDING WAS SPONSORED BY SOCIETY MEMBERS IN DALLAS.

"IT IS NOT AN OFFICIAL PROJECT OF THE SOCIETY, HOWEVER," WESTERFIELD SAID, ADDING THAT IT HAD BEEN IN OPERATION THREE OR FOUR DAYS.

THE RECORDING URGES PARENTS NOT TO ALLOW THEIR CHILDREN TO TAKE PART IN THE UNICEF PROGRAM ON GROUNDS THAT MONEY COLLECTED GOES TO "SOCIALIST AND COMMUNIST DICTATORS SO THEY CAN AUGMENT THEIR SWISS BANK ACCOUNTS."

MRS. DORFMAN SAID ABOUT 5,000 DALLAS CHILDREN PARTICIPATE IN THE PROGRAM THROUGH CHURCH AND SCHOOL YOUTH GROUPS AND SIMILAR ORGANIZATIONS.

NATIONALLY, SHE SAID ABOUT \$15 MILLION HAD BEEN COLLECTED IN 15 YEARS THROUGH THE PROGRAM.

SHE EXPLAINED THAT EACH COUNTRY THAT RECEIVES THE UNICEF MONEY CONTRIBUTES MATCHING FUNDS TO FINANCE CAMPAIGNS AGAINST DISEASE, HUNGER AND OTHER ILLS OF CHILDREN OVER THE WORLD.

SEVERAL EXPLANATORY BROCHURES ON UNICEF, MRS. DORFMAN SAID, ARE GIVEN CHILDREN PARTICIPATING IN THE PROGRAM. THESE, SHE ADDED, INCLUDE A CONGRESSIONAL RECORD STATEMENT MADE BY FORMER REP. WALTER JUDD, R-MINN., IN 1962.

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