# Atwood Lake Lodge Proves Very Popular With Public

"Blue ribbon of popularity" has been awarded by the public to Atwood Lake Lodge, Ohio's pioneer luxury year-round resort in Carroll County, built by the Muskingum Watershed Conservancy District three years ago.

Every one of the groups booked at Atwood during October has made reservations for repeat visits next year. These groups range from 30 people in number to full house accommodations at this 104-room luxury lodge. Their reservations are from one-night stays to four-day sessions. The groups are clubs, business and industrial groups, school groups and social gatherings of all kinds, according to Robert M. Quiroz, manager of Atwood Lake Lodge.

Horwath and Horwath, international accounting firm specializing in hotels and resorts, expressed amazement at the high average occupancy percentage attained by Atwood Lake Lodge in its first year of operation. The lodge is rated today as a five-star operation, one of the few hotels and motels in Ohio to receive this high rating.

The vacation habits of this entire area are being changed by this lodge. Many families who formerly travelled to Canada, Florida and to the adjacent states for their vacations have discovered the near-to-home attractions of Atwood Lake Lodge.

Those in the know have discovered a way to avoid the possible disappointment of not being able to get reservations in the peak season by arranging for their group meetings or family vacations in the winter months. Time and travel discomforts of winter are avoided by families with children who cannot go to Florida for their winter holidays. Special family plan rates in the winter months are attracting many to Atwood Lake Lodge this year as in the past two winters.

The lodge offers a full lineup of facilities — comfortable guest rooms, 17 four-bedroom all-weather cottages, game rooms, a ski slope, indoor pool, fine dining rooms and memorable meals — right through the winter months. It is operated by Federal Catering of Ohio, headed by Ralph L. Ruth as president.

Atwood Lake Lodge's function book, which sales director Esther McEvoy Quiroz refers to as her "Bible," tells the story of group bookings of the past and of the future. The list includes Michigan State University's AID seminars, B. F. Goodrich, Olin Mathieson & Ormet, American Tobacco Co., Ohio Bell, Joy Manufacturing, Warner & Swasey Co., Donn Producers, Macomber, Dow Chemical, General Electric and other sales meetings, conferences, training programs which are booked time and again, many over a year in advance and some for as long as six-night stays, some for several times in the same year.

Insurance company groups, usually returning for their third and fourth visits, include Nationwide, Wayne Mutual, Lutheran Mutual and Mony. The same applies to colleges such as Malone College, Ohio State University, Muskingum College, Kent State University, Walsh College and others. The list continues with Phillips Petroleum, Columbia Gas, East Ohio Gas, nurses' associations, church groups, youth groups, and class reunions and similar social group gatherings.

Further evidence that Atwood Lake Lodge is Ohio's top fun spot is that the Blinkenderfer Square Dance Group is coming back for the third time this year.

## THE WORLD TODAY

By EDMOND LeBRETON
Associated Press Writer

WASHINGTON (AP) — Liberals in Congress and the executive branch are being forced by unyielding economic pressures to search their souls on the possibility of changing sides on a deeply-felt issue.

The question is whether interest - rate ceilings written into some laws can be maintained although inflation and credit demand have pushed much higher the returns that investors can expect.

President Johnson, certainly not a high-interest man by past performance, signaled he had made a painful decision when he recommended in his economic report that Congress lift the 6 per cent limit on interest charged for loans insured by the Federal Housing Administration however, by such opponents as Chairman Wright Patman, D-Texas, of the House Banking Committee, dean of low-interest advocates in the House. Patman contends that in the past when FHA interest was increased—finally up to the statutory limit—discounting quickly caught up.

He argued also that lifting the FHA ceiling would tend to push interest rates generally up, by bidding up the price of loans, and that states would have to raise their own interest ceilings or see their citizens excluded from FHA benefits.

James Marlow, who usually writes this column is ill.

## Moon May