THE CARLISLE MERCURY

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MEMBER KENTUCKY PRESS ASSOCIATION

MEMBER NATIONAL EDITORIAL ASSOCIATION

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THURSDAY, JULY 1, 1937

Transylvania Students Of 1829.

On the rear wall hard by the door, in the dim twilight of Christ Church Cathedral in Lexington, there is a tablet graven to the memory of the Rev. James Moore, first minister of that church and the first president of Transylvania University. One hundred and forty-seven years ago, the gentle music-loving pastor assumed the duties of pedagogue and the sounding title of President of the first institution of higher learning west of the Alleghanies. Extensive records during April 1796 demand that no convenient house could be obtained and that Mr. Moore subjected himself to the inconvenience of keeping the school in his own house."

Founded in 1780 by the Legislature of Virginia for "her sons across the forests," the University had advanced from the crude log building at Crow's Station near Danville, not without financial difficulties, to the home of the ablest first President. The price of a yearly tuition, "four pistoles," or about twenty dollars, as assessed by the trustees in 1796, had evidently proved insufficient to meet the needs of the struggling institution and the appointment of a committee to "frame a scheme for a lottery" in June 1799 resulted the following October in an announcement of its "success" and the raising of twenty pounder.

However, the gentle rector, as the tablet in Christ's Church sets forth, was liberal and amiable as well as learned and pious, and he veritably took the struggling school to his bosom and, warmed it into life.

For this writer, who spent one pleasant spring delving into old files of the Kentucky Gazette and the Reporter, there is romance in the history of this school, born before the State, and while the forests yet rang to the war cry of marauding Indians. There is that in its history to prove the mettle of the men who came across the forests to make their homes in a new and beautiful but a strange and I have never forgotten my impression of the perfect poise, a hallmark of gentility that no poor nervous system rarely lets me emulate. It was with the shyness of the "gentle" child that I mingled with such men as Tom Underwood, the elder, Col. Polk Johnson and others of the Fourth Estate, Judge Bullock, orators as members of the Fourth Estate, dear, genial Ed Shinnick, of Shelbyville, was president of the Association, as I remember it, and the Haldemans was there and Sam Sloats, of Nicholasville, Bob Elkin, of the Lancaster Central, Reeord Col. Harry Sommers, of the Elizabethtown News yes and Shelton Saufley, with whom the writer spent a real Kentucky day in March 1798. names that occur to me this morning. For all but three of these Life has written "thirty." Hotmon, I'll be gone for me, I think. I can no longer write "forty."

Those graves of memory where sleep

The joys of other years

So to other doubts as we drive through the summer's night—of how young so many of them look, who now are coming to the front in Kentucky newspaper work, of the magnificent record made by Prof. Edwin F. Farquhar, of the University of Kentucky, on the subject of rats and how right he is in his conclusion that newspapers are and should be disseminators of contemporary history. I am not so bold as to undertake to write that which may be called literature, but for the last I have written about the mind and the fields and forests about us. I have tried, in the heart of January, to envision for you who read the spring writing the gold of the willows, the cackling snows of spires, the fecundity of June and the green across the waste of winter. I have set down about hemp, things, of singing teakettles and fires crackling on the winter hearth, of the aroma of good coffee in the morning of fat, black assurance of an army on the dun earth and to December, when for a brief moment the hearts of men are touched by the gentle spirit that Christ showed was of all men the kindliest.

Following the fancies of a vagrant pen, I have sought to usefulness, with you who read this page, the solution of that mystery toward which man has stretched prayerful, imploring arms since his mind awoke to the beauty, the ruthlessness and the exquisite perfection of Nature's processes. I have sought to bring to these writings that "touch of Nature" which "makes the whole world kin." How well I have succeeded I may not be the judge. But the right track." I believe, and so I am delighted to find confirmation in portions of an address made by a man of such mental distinction as Prof. Farquhar.

* * *

Along the smooth ribbon of road, a bit wistful to have been barred from competing this year for the cup offered by the late Ben Cocine—God rest his valiant soul—for "best editorial page," but mightily pleased that Grimes Caywood saved The Mercury a first prize by writing an excellent story of the "doings and proves of outrageous fortune" that an occupant of the office of County Judge in this county must withstand . . . So in the brave month of July lint into the green hills of Nicholas, home.

AN EDITOR'S RANDOM THOUGHTS

Thoughts while driving. Home through the late twilight after two most enjoyable days spent renewing "auld acquaintance" with members of that fine, mad crew which puts grey hairs in the head and much knowledge of human nature in the heart. And soon the moon shone the fields of corn ready to the strippers, dapples violet shadows in the woodlands, touches with ghostly finger the little cabins by the roadside where, "Home Sweet Home" I hope that members of the Kentucky Press Association living in other sections of Kentucky were not disappointed with the Bluegrass Region in its June loveliness. For to me no beauty is a living thing like the Bluegrass. God grant the day of dollars may never destroy. I am reminded of a speech made by a speaker at the banquet on Friday at the Lexington Country Club. He said, in effect, that some day there would be trouble in Kentucky over the investigation of tobacco and he would find it was just a group of Kentuckians who were behind the boycott. Should I be so fortunate as to shall have shuffled off this mortal coil, as to avoid that nadir where one is supposed to try endlessly in one's own eyes, even fit, I anticipate—granted memories of the loveliness of the Bluegrass Region of Kentucky—pangs of homesickness. Height Why should I fail in thinking of the first meeting of the Kentucky Press Association I ever attended? This tendency to reminisce I know is the irrefragable instinct of a rather ripe and dry maturity, but the urge is strong nevertheless . . . It has been twenty-four years since summer. I remember the crowded state little old in its log cabins; farmers who that bumped us over the dirt lane from the station to Olympia. I remember that Governor Beckham was then a candidate for Senator. I think, was on the stage and I have never forgotten my impression of

Foreign livestock producers, however, have been quick to take advantage of the high meat prices offered in the United States and American packers were stepped up with 24,750,000 pounds of beef and 24,000,000 pounds of beef coming into American markets.

American farmers must make wholesale shifts in their breeding practices to meet competition from beef raised by drought. there is little prospect of any material change in the near future. One or two years will be needed for pigs and lambs born this spring to develop into breeding animals and produce offspring. Meanwhile, the magnificent corn crop the young beasts will be fed. Conservative estimates place two years must pass before second generation calves will be ready for the feed lot. The hog population to day is a third less than normal. Only a two year increase will be necessary to make up the shortage. Most optimistic reports from dairy fast month reached the lowest level in 16 years. Cattle are suffering the sharpest decline since 1934. The situation was summed up briefly last week in an estimate reported from Chicago. This said that the drop in livestock slaughtering for the first five months of 1937 represented a meat production decrease of almost a billion pounds under the 1929-32 average.

WHY SUNBURN HURTS

(Richmond Register)

The discovery by science that sunburn is caused by ultra violet rays have killing power probably will not be received by sleepless vacationists who are nursing sufferers sol backs and shoulders. The rest of the article, to the effect that ultra violet rays are beneficial and healthful, will be read with a sigh of relief. At length literally shake apart the particles of acids in living cells by their exceedingly rapid wave vibrations. The result is a cure of rickets, even the case of human beings, this hurts.

From the sunburner's standpoint the problem would appear to be how to extract only the cell from the friendly rays of the sun and leave the same burn a cold that is, unbaked) shoulder to the low wave length rays. If a perfect balance could be reached life would indeed be happy for the epidermis.

The probability is, however, that, in spite of the revelations of the learnest researchers, in spite of wave lengths, sojourners on the sea, on the beach (and in such bathing suits, too!) and in the hills will go on defying ultra violet mysteries to make a solar holiday.

ARE WE SURPRISED

(Lexington Leader)

Lexington—a funny town. Every few months, when some industry closes, the Chamber of Commerce puts out a statement declaring it cannot describe one as my kind of people. What, no enforcement. Mold the law? Why, We're going to take some scalps. Then, in due course having recovered from the surprise, we go about the task of finding gamblers in our midst, we proceed to enforce even fit. I anticipate—granted memories of the Bluegrass Region of Kentucky—pangs of homesickness. Height Why should I fail in thinking of the first meeting of the Kentucky Press Association I ever attended? This tendency to reminisce I know is the irrefragable instinct of a rather ripe and dry maturity, but the urge is strong nevertheless . . . It has been twenty-four years since summer. I remember the crowded state little old in its log cabins; farmers who that bumped us over the dirt lane from the station to Olympia. I remember that Governor Beckham was then a candidate for Senator. I think, was on the stage and I have never forgotten my impression of

50 Years Ago

Thursday, June 30, 1887

New fire alarm bell installed on top of fire department building.

John M. Campbell declines appointment as postmaster at Carlisle.

Sole residence of Sam K. Veach and Gunther E. Smith on Sycamore, Main and Locust streets.

Sheriff announced that six per cent taxes will be added on all taxes not paid by September 1.

"A couple of young lawyers engaged in a fistic encounter on the Carlisle Saturday and were fined $5 each.

Matt Archdeacon and John Archdeacon dissolve partnership of their carriage and blacksmith works and each will conduct a separate business.

20 YEARS AGO

Thursday, June 28, 1917

Born—To Mr. and Mrs. Charles Martin, of Crayton, on the 19th, a daughter.

Duke W. Young, of Carlisle, appointed principal of Mt. Sterling graded school.

FROM OTHER EDITORIAL PAGES

MEAT SHORTAGE

(Pathfinder)

The joint committee appointed which harassed farmers during recent years was being left with little sharpness in the nation's meat markets last week. . . . Reports of the committee's special emphasis in reports from the Chicago stock yards.

The terrific loss of livestock from drought, which is largely because of the failure of feed crops, dislocated the country's meat supply so that the present steep incline in retail prices began. It is the most meteoric leap in two years. the reports say.

Pork was selling in Chicago last week for about 40 cents a pound. The top price before according to government figures the price was 24 cents and in 1932 was only 13 cents. Similar upward trends were noted in steak and lamb. The high prices were attributed to the farmers who little cut in their breeding hogs, cattle and sheep had practically no feed to keep them.

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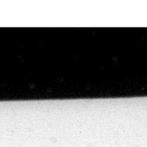

Exhibit of Kentucky Folklore

By Frederick Wilson, Ph.D.
WESTERN KENTUCKY TEACHERS COLLEGE
BOWLING GREEN, KY.

FANCY BONNETS, ET AL

In the spring of 1935 I delivered a lecture-demonstration address in a small town rather far from Bowling Green on the subject of fancy bonnets. In the community in question it was customary for each girl graduate to make a costume bonnet for herself. I have seen rather fine specimens of this kind. Just what the other people looked like I have forgotten, but the bonnet brought back such a host of memories that I was able to make them by recalling how my mother and I had dressed my sister Jim for Tom said. There passed before me in review many other fancy dress affairs of the zero weather, but sometimes they added a good deal of warmth to make up for the top exposure. I see the inevitable "Merry Widow" which I used to go to school and church in. I also see fur muffs in any sort of winter weather even when the mercury walked out of the tube. Some one suggested that those ear muffs probably were more than I have given them credit for.

Each bell reminds me of another thing. Most of the men of my home town wore fur caps and used not to catch the passing breeze. Younger men rarely have such luxuries. If any one wishes to make an investigation of this strange phenomenon let me answer all your questions at once. We have noticed that ear pulled down over our ears. ● Keep out cool? Half better no! A few months each year in such cramped positions would hardly get one forward. Since capacity pull down have ceased to be fashionable, they have evidently retired in a less obvious position.

Keeping Up With Science

By Science Service—WNU Service

Even if Dice Are Not Loaded, You'll Lose in the Long Run

Gambling Odds Figured Out by Mathematician

Princeton, N. J.—Prof. John Von Neumann, Institute for Advanced Study mathematician, has come to aid science to the gambling table.

He has named Proverbial students in a lecture that it is impossible to win at dice over long periods, even if "loaded" dice are loaded or not.

The magic "seven-eleven" combination is by far the most frequent to throw, he said, but if it doesn't turn up on the first cast, the chances are reversed, and the odds are as good as lost.

To make a .490 winning average, the game is not fair," he declared in a recent lecture.

Shoe-paper-scissors," a form of gambling that originated among hotel porters, and is said to rival chess, is Prof. Von Neumann's specialty. This will bring a man a meal by making each play the same number, either at random, and your opponent will lose in the long run.

He termed the intellectual pursuit of stress to be nearly a game of chance, and said that "white," which has the first move can always win, although "if 'black' is wise to this theory, he can play defensively and tie 'white.'"

Two Kinds of Games.

Prof. Von Neumann divided "games of chance" into two categories: those like dice where explicit hazards are introduced by rules, and those like chess, poker, and "stone-paper-scissors," where chance is introduced by what the opponent does.

"In the latter type intellectual reasoning is sometimes needed, while in the former no decision is required except whether to bet," he pointed out.

In the case of dice, he showed that since 7 can be thrown in six ways and 11 in two, while 2, 3, and 12 result from only one or two combinations, the conditions are favorable to win on the first throw. But if "neutral numbers" the repetition of the first throw is unlikely, and the seven ● now working against the player. The net effect is against the player.

In poker, which he had to simplify considerably to be able to analyze, Prof. Von Neumann stated that chances are one out of 200,000,000 to obtain any certain combination of five cards.

To avoid hitting a calf near Argus, Ind., Harry Johnson swerved his car and crashed into a machine driven by Mary Elliot of Kaukon, Mich. Both cars were wrecked, five occupants injured—and the calf was killed.

NEWS OF KENTUCKY

After being in the death cell at the Eddyville penitentiary for nine months Beckham Napier was released on a bond pending a retrial on a charge of slaying Dewit Perkins.

Elimination of grade crossings at Williamstown and Dry Ridge on the Dixie Highway at an estimated cost of $232,000 have been approved by the Kentucky Highway Commission.

Transfer of six billion dollars in gold to the Treasury Department at Fort Knox has been completed.

Fifty employees of the Ward Motor Manufacturing Company at Maysville walked out of the plant Monday.

Two young plastic nurse dolls 500 pounds and a number of bottles of Lord & Lewis Woods at Hardinsburg.

Eighty-five applicants for additional jobs on the Kentucky Ordnance Plant at Franklin are needed.

The State Board of Health is preparing to issue a warning against an increasing whooping cough.

Nine persons were injured, four seriously, when a car overturned on the highway near Hardinsburg Sunday.

Two state purchasers have been named to handle the sale of the late traffic on the Lexington-Richmond road.

Sixty Lexington and Central Kentucky bees will be Monday in Washington to attend the ten-day summer Boy Scout jamboree.

Six prominent golf fatalities have occurred during the 11 years of Neatport Monday for stealing a revolver from a detective.

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Beverly I. Southard St. retired Henderson county farmer, was killed Sunday when an automobile driven by a son overturned.

The Ghent Deposit Bank Co. will reopen, founded in 1882 and capitalized at $50,000, was placed in the hands of a receiver Saturday.

Six prominent golf fatalities have occurred during the 11 years of the county jail on top of the court house in that county Saturday morning.

A 34 Sturgeon 30 of Atlanta, Ga., was killed Saturday when an automobile driven by a son overturned. June 17 in an automobile accident near Hopkinsville.

James Nailer, 17, was rescued from drowning in a pool on the Kentucky River near Frankfort by Mr. King after the boy had sunk in the water.

In Bourbon county only one county office is being opposed for reelection — S. L. Bedford, present deputy sheriff, has no opposition for Sheriff.

Governor Chandler Thursday officially broke the ground for the construction of the new $500,000 highway leading from Louisville toward Nashville.

Earl Phipps, 21, of Quincy, Lewis county, was shot and severely wounded by William Lane, 30, in an argument over 50 cents worth of whisky Monday.

Sheriff Shirley Salyer, 21, of Mt. Sterling, was drowned Saturday afternoon while he was swimming in a rock quarry near Mt. Sterling with two companions.

In circuit court at Morehead Monday, Jerry Dye, charged with slaying Constable Jay Bailey at Clearfield, was given a sentence of 21 years in prison.

Mrs. Margie Mullins, 28, was crushed to death near Covington Sunday when an automobile plunged through a bridge guard rail into a dry creek bed.

Burton Major, negro, convicted of stealing 40 chickens, was given a life sentence in prison under the habitual criminal act in circuit court at Lawrenceburg.

The Goodall Company, which operates a manufacturing plant at Danville, has offered to contribute $25,000 toward construction of a recreational center in Danville.

For the first time in 37 years the Lewis County Fair at Vanceburg will not be held this year, W. T. Cooper, president of the fair association, has announced.

Bert Hampton, 48, patrolman at Louisa, died Monday from a pistol wound inflicted Sunday by Walter Wireman, 48, whom Hampton was attempting to arrest for drunkenness.

Tax Collecting Cost Reduced In Kentucky

Kentucky collected more revenue at less cost in 1936 than in 1935, and shifted the burden of taxation to those more able to pay. Revenue Commissioner Kennedy Martin announced in a report issued last week.

The report, entitled "Results of Kentucky's New Revenue Program," showed that gathered total revenues increased in 1936, exclusive of collection declined sharply. In 1935 $3,785,230, report to cost $35,153,183 compared to $907,-$33,530,676.

During 1936, the administrative cost of collecting each taxpayer's dollar was exactly 1 cent, compared with 1.18 cents in 1935. The report compares administrative expenditures may have been pushed down to the point of maximum efficiency.

The cost of operating the Department of Revenue was cut nearly in half, or from $665,696 in 1935 to $325,218 in 1936. Payroll expenditures were cut in half, and circuit court at Middlesboro.

Fred Patterson, Mt. Sterling banker and farmer, has written Governor Chandler urging the appointment of State Senator Albert Stoll, of Frankfort, to succeed Senator Logan Bullock, who has been appointed to a federal judgeship.

Gaines Hicks, who was arrested in Tennessee recently on a charge of murdering Constable Jay Bailey in Perry county on June 18, was given a sentence of 21 years in circuit court at Middlesboro.

The body of Luther Hood, 21, was found Saturday in the Cumberland River near Burnside. Hood had been missing since last Monday. He was last seen alive by his mother Monday morning when he left home for Louisville to look for work.

Marvin Day, 23 of Mason county, was killed in a fall of slate rock on a charge of being drunk, was given a 30 day sentence in connection with the recent robberies of the Tollesboro postoffice.

Ten boys of the Future Farmers of America chapter at the Bardstown high school in Mason county will leave Saturday for a 1,000 mile trip which will include visits to fourteen states and in Canada.

John Dickerson, Covington policeman, is dead and Lieut. Leonard Conning on the river, received a commendation for his conduct in a period of ten minutes at the scene of two accidents. Dickerson died from injuries received in the first accident.

The city of Carlisle has an ordinance which prohibits the sale or discharge of fireworks in the city limits.

Senator Barkley May Be Democratic Leader

Defeat in the Senate of the Robsion and Byrnes amendments to the $1,500,000,000 relief bill by a majority of 13 votes more than indicated by the prospects of Senator Barkley's Kentucky colleague, Senator James W. Martin declared in a report issued last week.

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Many Die Annually On Fourth Of July

The following fireworks fatalities and injuries have been reported in connection with the observance of Independence Day. Here are typical examples of what can be expected when pyrotechnics are used without caution and care:

Shelbyville, Ky., a six-year-old girl was burned to death when a dress she was wearing caught fire in her lap.

In Gladstone, Nebr., a six-year-old boy was burned to death when he threw a lighted firecracker into an empty oil barrel containing explosion that set his clothing on fire.

In Lynn, Mass., a five-year-old girl was fatally burned when her clothing was ignited as she attempted to relight a sparkler after watching older children set off firecrackers.

In Quincy, Ill., a seven-year-old girl succumbed to burns and shock when a sparkler ignited the dress she held in her hand igniting her clothing.

Six years ago, a small boy of Spencer, Iowa, dropped a lighted sparkler on a stock of fireworks in a drug store, thirty buildings in the business district were destroyed in the conflagration which resulted.

Aside from the loss of life due to fireworks accidents alone in 1935 and by purchasers as well, to curb the antique racket, whereby the government and American suckers are defrauded of vast sums.

properly supervised public display.

Uncle Sam Has Many Dependents

(By Frank R. Kent)

In the past four years the federal government has increased its operations until today one out of every 80 persons employed in the service in the United States is on the regular federal pay roll. In Washington alone there are now 117,000 federal employees—more than all other cities of the country at the peak of the World War. In four years the number has doubled. Employees in Washington alone.

If we add to the 80,000 persons on the federal departmental pay roll the number in the regular Army, Navy and Marine Corps, the legislative and judicial branches and then the 3,000,000 members of the Civilian Conservation Corps now employed, the number in the Senate, we have a grand total of regular federal employees of 860,261. Now add to this number the 812,236 federal pensioners (taking no account of the veterans) and then add in the 2,500,000 on federal relief, and we have a total of 4,900,000 people regularly living off the taxes. This is the number in their dependents it is discovered that not one out of every 12 is out of eight of the whole population is thus supported out of the federal treasury.

Appalling Facts About Accidental Deaths In 1936

The all-time high accidental death total of 113,000 in 1936 meant that 8.6 persons out of every 1,000 were killed in accidents. This is the highest accidental death rate in 1927.—National Safety Council.

Accidental injuries cost an average of $107 a person in 1936.

Heat prostration caused 3,500 deaths in the summer of 1936.

Tornadoes and floods caused 1,000 accidental deaths.

One out of every 17 dollars of the nation's income goes for losses resulting from accidents.

Between November and December are the three high months in accidental automobile deaths.

The automobile is responsible for 36,000 deaths annually.

Drivers in the 16-24 age group are involved in more accidents at night but increased 37 per cent in the last five years.

THE ANTIQUE RACKET

In an effort to stimulate the interest of the American people in objects, each year are placed on the duty-free list by an act of Congress in 1906. The plan has not worked out so well, and now the Treasury Department is advocating the imposition of a duty again.

It is declared that between 75 and 80 per cent of so-called antiques imported into the United States during the last 30 years have been fakes, and many others are quoted to substantiate the statement.

In 1906, the last year that duty was imposed, imports of antiques totalled only $478,000. In later years, imports have at times gone beyond the $5,000,000 mark. Treasury says that obviously no such store of real antiques could have been found by collectors in England, whence most of the imports originated.

Whether the renewal of duties is the best solution is a question, but at least there should be increased vigilance by importers and by purchasers as well, to curb the antique racket, whereby the government and American suckers are defrauded of vast sums.

FARM TOPICS

SHOULD TURN EGGS WHILE INCUBATING

Poultry Expert Cites Four Fundamental Factors.

By Dr. W. E. Crampton, Poultry Husbandman, New York State College of Agriculture.

Temperature, ventilation, moisture and change of position are the four fundamental factors in obtaining good hatches in incubators.

Changing the position of the embryos during the three weeks of development within the shell is very important. Mother hens, incubating their setting of eggs on the side, fashioned nest, usually move the eggs beneath them at least twice during the day, thus tending to equalize the exposure of each egg to the condition of temperature, fresh air and moisture, all of which must be given attention in each egg.

In the operation of the modern incubator, we must copy this rule of the hen. Experimental evidence indicates that the care of the hen one better by doubling the number of turnings during each 24-hour period.

Hatching eggs are changed in position once every six hours, equivalent to turning, either things being equal, will generally result. It is partly a matter of preventing the sticking of the developing embryo to the membrane within the shell, and partly a matter of equalizing the care of the respective eggs to the conditions which will bring about normal, natural embryonic growth.

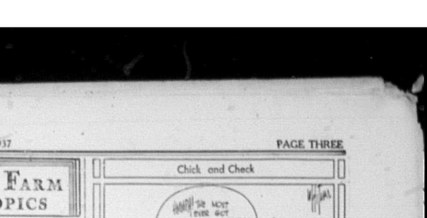
Most modern incubators are provided with devices for turning eggs. It is important to be regular and systematic about this, for the use of these many small items which, when neglected, may spell successful hatching and the production of chicks.

Warm Soil Is Necessary to Grow Speedy Corn

With jaded winter appetites hungering for such spring dishes as tender lettuce and crisp young radishes, all vegetable gardeners are advised that the best date can now be given for the safe planting of sweet corn, since seed will not germinate or grow until the soil is thoroughly warmed up. R. B. Weaver, of the department of horticulture, University of Illinois, college of agriculture.

Planting a number of varieties which vary as to time of maturity is a recommended method of obtaining a succession of roasting ears throughout the season. A good rule to remember is to wait until 7 planting Howling Mob, Early Evergreen, Roswell's Evergreen, Narrow Grain Evergreen or Country Gentleman corn, and to plant a succession of yellow varieties may be followed by using Purdue Bantam, Golden Bantam, (Bantcross), Golden Cross and Golden Yellow Golden Evergreen.

Yield and uniformity are much greater where hybrid seed is used. Hybrids, because of their vigor and possibly because of some inherent reason, may be less susceptible to bacterial wilt than open-pollinated types.



DON'T SPEND YOUR WEEK-END TRIPS CHANGING TIRES
Let Us Put On
U.S. ROYALS
World-Famous for
SAFE MILEAGE

HERE'S WHY
★ COGWHEEL TREAD
...scientific traction principle that gives you extra skid protection.
★ SAFETY-BONDED CORD BODY
...exclusive with "U.S.," makes every ply a safety ply . . . gives you extra blowout protection.
★ TEMPERED RUBBER
...this patented "U. S." tread compound wears longer—gives you extra miles.

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