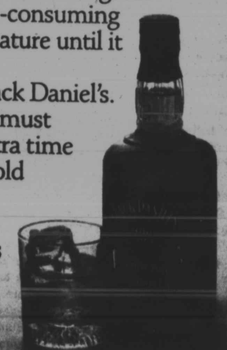
BEFORE THE MASTERPIECE there is a side of a great sculptor few people see. It's those long, time-consuming hours that go into crafting each and every feature until it pleases his toughest critic...himself.

This is also the spirit which thrives at Jack Daniel's. Before we can hope to please you, we first must please ourselves. That's why we take the extra time to charcoal mellow our whiskey the slow, old Tennessee way, drop-by-drop.

So when you try our Jack Daniel's whiskey, you'll find that like a great sculptor's finished piece, our rare, sippin'-smooth whiskey is the best.



It takes time to be the best. Jack D

ALUMNI

FAMU alumnus Vince Coleman is a rare bird

By DAVID BULLA
Review Staff Writer

What Vincent Maurice Coleman did one afternoon last month was a sports feat akin to walking on water or making gold of lead.

The St. Louis Cardinal rookie became the first man in major-league history to steal four bases in a game without the benefit of a hit.

The Florida A&M alumnus has made a habit of performing rare feats. As a minor-leaguer, he stole a professional-record 145 bases in 1983 while playing for the Cardinals' Class A affiliate in Macon, Ga.

What's remarkable about that total is he did it in 113 games for an average of 1.3 steals per game. Coleman missed 27 games with a broken wrist, sustained on a head-first slide. When Rickey Henderson set the major-league record in 1982, he stole 130 bases in 149 games for a .87 per game average.

The list of "Vincent Van Go's" masterpieces does not stop there. Earlier this season, Coleman and teammate Willie McGee did something equally unique. They became the first pair of major-league runners to steal two bases each on the same play.

Coleman also did fantastic things at Florida A&M, where he made more headlines in football, but not as a fleet wide receiver like Bob Hayes. Coleman, one who dares to be different, was a kicker. He holds the Rattlers' career mark for most extra points (87).

But there was the one constant in college -- stealing bases like nobody who's ever played baseball before. He set an NCAA record by stealing 65 bases in 1981. He also set an NCAA record by stealing seven bases in one game.

If he breaks Henderson's major-league mark, he will own the theft record at baseball's top three levels -- which perhaps would be his greatest achievement.

What the Cardinal left fielder already has achieved almost defies logic. Appropriately enough, Coleman, a devoutly religious man, prefers to describe his baseball accomplishments in terms of faith.

"If one doesn't believe he can steal a base," he said, "then why even attempt to steal a base? I go out and play by faith, not by sight."

So, in a sense, the Cardinals are a team to be heard, not seen.

"The Cardinals have a history of having their footsteps heard when they win championships," said ex-Card Lou Brock, a Hall of Famer and a Southern University alumnus. Brock listed such names as Harry Walker, Enos "Country" Slaughter, Lonnie Smith, Coleman and himself.

Coleman in a characteristic pose: Stealing bases and chasing records (photo by J.B. Forbes, the St. Louis Post-Dispatch).

"They also have a history of having hardnosed players being at the center of things," continued Brock, who was the National League steal leader in every year from 1966-74, except '70. "Vince came here about a month into the season and raised the level of play with his confident, hardnosed style. The Cardinals were flat before he came. After he arrived, other teams looked flat against the Cardinals."

The Jacksonville, Fla., native is leading a revolution in baseball this season and it has nothing to do with player-management relations. The revolution, in a sense, is the joining of the best defensive player in the game, Ozzie Smith, with the fastest runner, Coleman.

Smith, who at 30 is six years older than Coleman, is also a Southerner. He's a native of Mobile, Ala., a Gulf port city that spawns great baseball talent, including sluggers Hank Aaron and Willie McCovey. Aaron and McCovey combined for 1,276 home runs. Yet Smith's glove is having as much an impact on the game as all those long shots by the two great sluggers.

Smith oversees a territory where more assists and putouts occur than any other position. Most shortstops are content to master the routine play and pick their spots on the improbable opportunities. But Smith masters both.

His presence in St. Louis' infield gives the NL East champion Cardinals a sense of defensive intimidation, which is an endangered species in the contemporary game.

In August, Smith made a play you tell your grandchildren about in Atlanta. The Braves' Terry Harper hit a hot grounder that appeared on its way to left field in Atlanta-Fulton County Stadium. Smith backhanded the ball 15 feet into the outfield grass, then planted and rocketed a throw to first that appeared to beat Harper, although Umpire Ed Montague ruled the runner safe. The press box roared its amazement and vilified the umpire's call. Fortunately, "The Wizard" received a