

BOOK NOTICE



Launched: The Life of Olympian Herb Douglas

By Anne Madarasz

Heinz History Center, 112 pp.

Softcover: \$24.95

shop.heinzhistorycenter.org

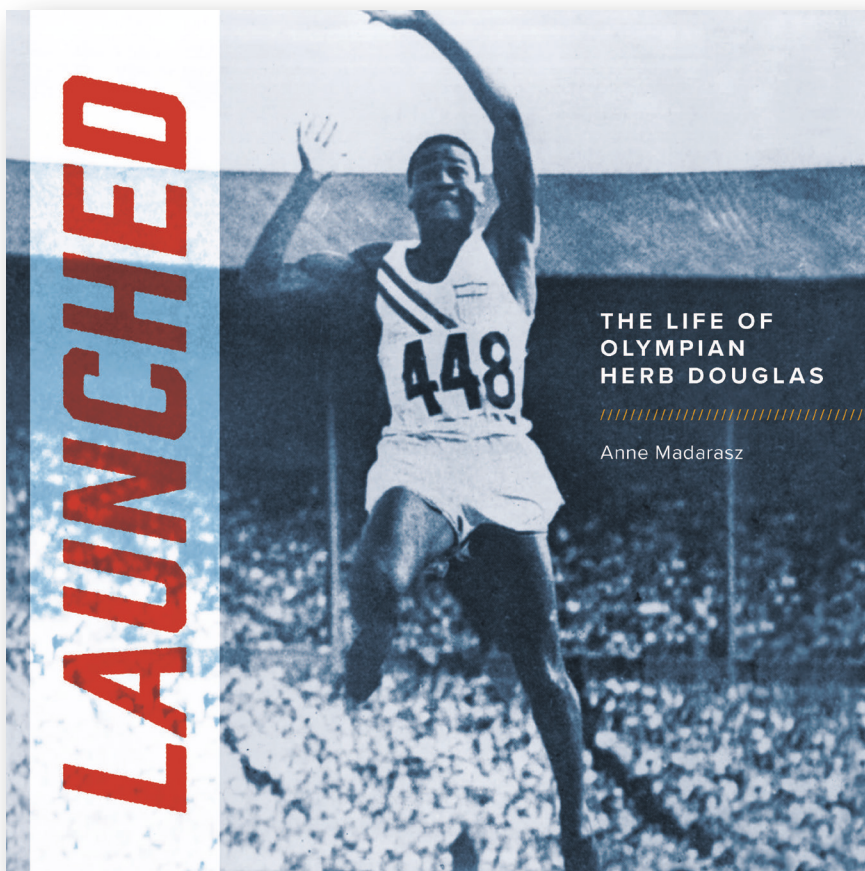
New from the History Center!

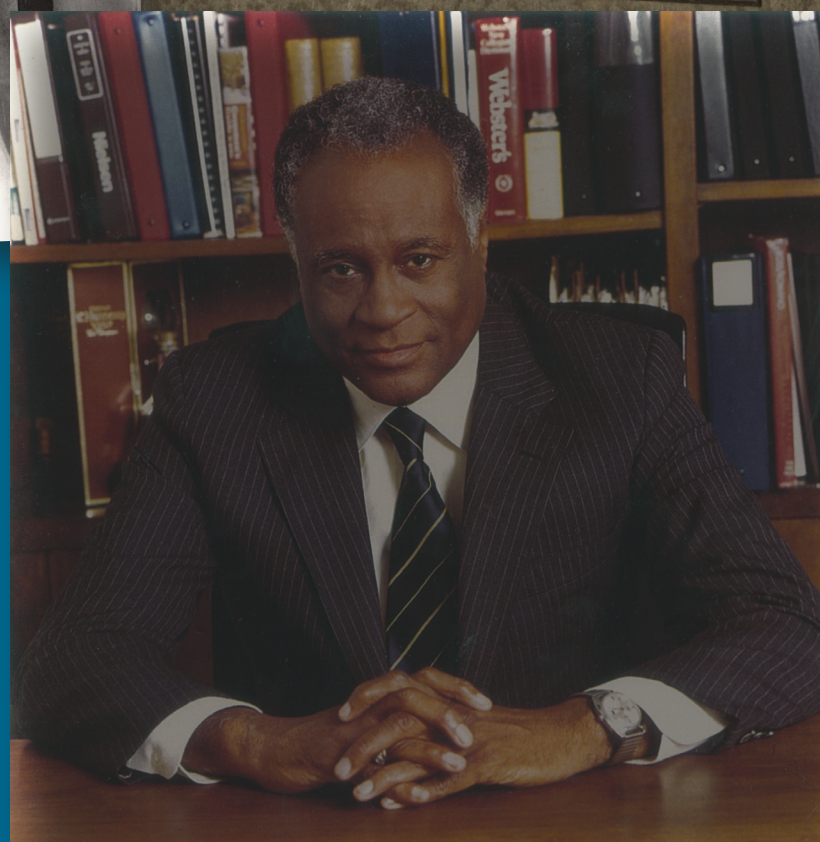
Pittsburgh native Herb Douglas, a University of Pittsburgh alumnus, won a bronze medal in the long jump at the 1948 Olympic Games in London. His Olympic medal alone puts him in an exclusive club. As one of the first African American vice presidents of a Fortune 500 company, a mentor to both Olympic athletes and black businessmen, a pioneer in the development of the African American market for luxury consumer products, and a philanthropist, he has opened doors and changed lives. His story spans nearly a century, from a childhood spent in the shadow of the booming steel mills of industrial Pittsburgh to a career in the New York corporate offices of the oldest spirits company in the nation.

In between, Herb earned an education financed by his athletic talents, developed both a new market and quality jobs for African Americans working for Pabst Beer in the Jim Crow South, and nurtured friendships

with the leading athletes, entertainers, and community leaders of his time. Never taking “no” for an answer, Douglas turned his trait into fundraising gold, founding an annual gala to honor the legacy of his mentor and inspiration, Jesse Owens. Herb Douglas’s story not only provides insight into his character, but also the forces that shaped American life and culture in the 20th century.

This biography, written by Anne Madarasz, History Center Chief Historian and Director of the Western Pennsylvania Sports Museum, features a forward by football Hall of Famer Franco Harris, 90 photographs with extended captions, and commentary by world-class athletes mentored by Douglas such as Roger Kingdom.





**Look for these other titles in the
History Center's African American
History Book Series:**

*Heart and Soul: The Courtship and
Marriage of Joshua and Virginia
Craft Rose*

*The Civil War in Pennsylvania:
The African American Experience*

*Soul Soldiers: African Americans
and the Vietnam Era*