

**Bausch & Lomb's Publicity Chief**

**Rochester's Horatio Alger**

By FRANK KELLY

Errand boy to public relations director!

That is how James F. Higgins, 36-year-old employe of Bausch & Lomb Optical Co. and member of St. Plus X Church in Chili, started his career.

Jim, who went with Bausch & Lomb when he graduated from high school in 1940, has had an interesting and varied career since he left West High School.

HE STARTED OFF as an errand boy — with the pay of \$14 a week — but before he went into the Army in 1942, he was transferred to production control work in the instrument division.

Jim was discharged from the Army in December, 1945 and went back to the same work at Bausch's.

In September, 1946, he took a leave from his work to enter St. Bonaventure University.

It was at the Franciscan school that his initiative really manifested itself.

Married at the end of his first year, Jim continued his studies as a sociology major. But with the arrival of his first son, James Timothy in August, 1948, problems arose.

UNABLE TO get work, because of a recession that year, Jim decided to go to work for himself. He started his own home maintenance business.

Higgins approached residents of the wealthy Seneca Heights section of Olean, where the university is located, and hired himself out to do cleaning, painting,

lawn cutting and other maintenance jobs.

On the first Saturday of his new career, he got four jobs. At the end of three weeks, he had eight other Bonnie students in his employ.

Among the jobs, in the year that he owned the business, were the painting of three homes plus the painting of a Catholic chapel in Rock City, near Olean.

"Of course, we had other jobs, but these were the biggest that we undertook," Jim said.

"There were house cleaning details every Saturday," he related. "The people would give me a call on the phone and either I or one of the other students would be sent out on the call."

In addition to keeping his wife, the former Mary Ann Crowley of Irondequoit, and his son in room and board, he was able to buy a car — a 1931 Chevrolet and a typewriter.

The former got Jim and his family back and forth nine times to Rochester to see their families during his last two years at school.

THE LATTER enabled his wife to take in typing work, such as doing thesis, term papers and reports for university students, just making his family life a little more free from financial worry.

Jim sold his business in the Summer of 1949 — for \$29 to one of the other students when he got a job doing maintenance work for St. Francis Hospital in Olean.

"These occupations enabled me to complete my work for my degree," he said. "Without them, I would not have been able to finish my schooling."

After receiving his degree, Jim went back to Bausch & Lomb — this time working as a methods engineer — time study work — in the factory engineering department.

Jim did that work for six years, eventually working in every Bausch division.

AT THAT TIME, the firm was looking for an editor for its plant publication, the Bausch News. Higgins was offered the opportunity and he took it.

Still editor of the publication, Jim was given an even better break last May when he was made public relations director of the firm.

An active worker for his parish, Jim headed the St. Plus X church building campaign drive in 1935.

He is a committeeman and assistant cub master at the church's Cub Scout Pack 178.

JIM IS ALSO a member of the Holy Name Society at St. Plus X, and holds membership in the Nocturnal Adoration Society, Daily Mass League, and the Notre Dame Laymen's Retreat League. He is a captain in the current school fund drive at St. Plus X.

He is the president of the Ranchmar Home Owners Association. He and his wife live at 23 Sequoia Dr. with their two children, J. Timothy, now 8, and Michael, who will be 6 years old in the Summer.

"Recreation? Well I like to fish, but my main recreation is playing with my two boys," Jim concluded.



**Blessing of Babies** — Almost 2,000 children were brought to Sacred Heart Cathedral Sunday for the annual blessing given by Auxiliary Bishop Lawrence B. Casey. Among those blessed are: Mrs. Richard A. Schreiner holding Donna Ruth (seven weeks) Terry Ann, three and a half and Curtis Richard, two. (Courier-Journal-Paul Contestable Photo.)

**Holy Hour For Youth**

Catholic Youth Adoration Holy Hour will be conducted in St. Joseph Church, Franklin St., Rochester, Sunday, April 20 from 7 to 8 p.m., to which all the youth of the area are invited.

Speaker will be the Rev. William J. Amann, assistant pastor, St. Andrew Church, Rochester.

The Holy Hour is sponsored by the Diocesan Sodality Union, directed by the Rev. Edward E. Steinkirchner, who issued the invitation to our high school age boys and girls to participate.

**Forty Hours**

Devotions of the Forty Hours will be conducted in the following churches of the Diocese of Rochester:

- Sunday, April 20—St. Lucy, St. Theresa, Rochester; Assumption, Mt. Morris; St. Columba, Canadota; St. Joachim, Canisteo; St. John the Evangelist, Clyde; St. Bridget, East Bloomingville; St. James, Trumansburg; St. Gabriel, Hammondsport.

**Bishops Bless Foster Parents, Children**

"Let the little children come unto Me." — St. Luke 18:16.

These words were echoed in two different places last Sunday as His Excellency Bishop Kearney blessed about 170 foster parents at the Columbus Civic Center and Bishop Casey blessed almost 1,900 children at Sacred Heart Cathedral.

Bishop Kearney blessed the foster parents to St. Joseph, the foster parent of the Divine Savior, in expressing his appreciation for the work the foster parent group is doing in cooperation with the Catholic Family Center.

THE BISHOP praised their

"action" in caring for 100 children at a tea held at the center, annual affair for foster parents. Mgr. Arthur E. Ryan, director of Catholic Charities for the Rochester Diocese, also spoke.

Intermittent cries broke the usual silence of the Cathedral as Bishop Casey gave his blessing to children of preschool age, brought there by parents from all over the diocese.

As Bishop Casey intoned the prayer, "grant these children Thy tender blessing and grant that no evil may corrupt their minds, but that, advancing in age, wisdom and grace, they may live so as to please Thee always," babies, cradled in their mothers' arms paid little heed to the commotion while the older children knelt at the altar rail to gain the blessing.

—Bishop Casey was assisted by

the Reverend Fathers Francis Taylor, James Marvin and Michael Hogan of the Sacred Heart Cathedral staff. The Family Life Committee, headed by Mrs. Marie Gormick, assisted in welcoming and keeping order. The children also received medals blessed by Bishop Kearney.

**Dansville KC Slate Father-Son Mass**

Dansville Annual Fathers and Sons Communion Mass and Breakfast of Dansville Council, Knights of Columbus is scheduled for Sunday, May 4 according to Grand Knight Victor Gessner.

Members will meet at club-rooms at 8:30 a.m. and march to St. Mary Church for 9 a.m. Mass.

Reservations must be made by Thursday, May 1. The April 17 meeting is planned as a smoker at 7 p.m.

**St. Louis Church Blessing Set**

Newly erected St. Louis Church in Pittsford will be solemnly blessed by Bishop Kearney Wednesday, May 21, at 6 p.m.

The Bishop will also celebrate Mass following the rite which will permanently dedicate the contemporary styled edifice to the service of divine worship.

SEBASTIAN AT the Mass will be given by Bishop John J. Wright of Worcester, Massachusetts, whose brother Robert G. Wright is a member of the Pittsford parish.

Father John A. Reddington, St. Louis pastor, and Bishop Wright were students together at the North American College in Rome.

The new church has been in use since the Sunday before Christmas. It is strikingly designed in contemporary style and its main entrance is dominated by a majestic statue of the parish patron saint, the French Crusader King St. Louis.

**Holy Childhood Reports Results**

Highly successful results!

This is the report given April 15th by the women's and men's advanced gifts division and the special groups division in the current drive to raise funds for the School of the Holy Childhood, 215 Andrews St.

The report, given by Mrs. Lewis Dollinger and James Butler, co-chairmen of the advanced gifts division and Judge Thomas Cullane, special groups chairman, was the first phase of the drive for operating funds for the school to be announced.

The school, established 12 years ago, is designed for the mentally retarded child who requires a special developmental program to meet his needs so that he can become fully or partially self-supporting.

THE CURRENT fund drive has been organized to provide operating expenses over and above that derived from tuition and from organizations of parents and friends of the school. Tuition provides less than one-third of the operating costs.

Since the school was established, it has graduated more than 100 pupils, many of whom have obtained work through the school's placement bureau in factories and shops.

General solicitation, already in progress, will be reported on



REGINA KENNEDY

April 21 at a meeting at the school. Regina Kennedy and Mrs. Eaton Hammond head the women's section of the drive and Mark Touhy Jr. is head of the men's section.

Persons who are not contacted are urged to send their contributions directly to the school, 215 Andrews St.

**Organists Will Hold Meeting**

Catholic organists are invited by Gerald Vogt, organist-director of St. Mary Church, Rochester and a member of the executive committee to a meeting of Rochester Chapter, American Guild of Organists on Monday, April 21 at 8 p.m.

The organists will meet at First Baptist Church Hall on Clover St., south of Monroe Ave.

He will discuss construction, rebuilding and maintenance of pipe organs. This is a topic of interest to all church musicians and all are invited. Refreshments will be served and parking facilities are said to be ample.

The Family of **Rev. Michael P. O'Brien** wish to express their gratitude to his many friends whom they cannot contact. Also to the priests, nuns, parishioners, organizations and friends, their sincere appreciation.



JIM HIGGINS, public relations director of the Bausch & Lomb Optical Co., has had a career that would rival that of the fabled "Horatio Alger." Behind him is a picture map of part of the plant facilities of the optical works.

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