
Whispers Fall Into Past Of Face-Lifting Operations

By IDA CLEMENS

The face lift has come a long way from the day when people whispered and sniffed: "That's what they do in Hollywood, you know."

Today, the majority of patients are average housewives, working men and women who make no hush hush about it, Dr. John R. Lewis Jr. of Atlanta said yesterday.

Dr. Lewis, head of the plastic surgery department of Crawford Long Hospital of Emory University, will discuss lifting operations this morning before the Southeastern Society of Plastic and Reconstructive Surgeons at the Peabody.

"Nor is vanity the main motivation for face lifting," he said yesterday in an interview. "Housewives want to keep a pleasant appearance for their husbands and friends. Working men and women feel they must keep a youthful appearance to hold their jobs or obtain employment where emphasis is on a young age group."

Some patients have more direct psychological reasons for seeking plastic surgery. In older groups, it is a boost to morale for persons who feel they have lost their usefulness, Dr. Lewis said.

"In cases of defects such as an oversized, ugly nose or under-developed chin, some people have definite personality changes which can be reversed by corrective plastic surgery."

He estimated 10 to 15 per cent of his patients are men. Some men age faster than their chronological years. One husband was embarrassed when people mistook him for the father of his wife. A face lift solved his problem.

"All incisions of the skin leave a scar," Dr. Lewis

said, "but they are fine-lined and located in natural creases to make them inconspicuous. The average person looks 5 to 15 years younger following a face lift, depending on the individual."

How long a face lift lasts varies from 5 to 10 years because individual persons age at varying speeds. The operation's effects do not fade but surgeons cannot stop a person from getting older, he said. Fees for face-lifting differ but average between \$500 and \$1,000.

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