The one lotion that's cool, exciting—brisk as an ocean breeze!

The one-and-only Old Spice exhilarates . . . gives you that great-to-be-brisk as an ocean breeze!
The story is thoroughly breathtaking. Henry Hathaway, who directed it, made full use of the excitement resources of the huge screen, playing with them in an undeniably amusing fashion.
But there is little difference between Hathaway's use of Cinerama and the look-no-hands approach of the roller coaster sequence in 'This is Cinerama.' Indeed, there is no use of the medium to tell a story; rather, a story is used as a mere pretext for the insertion of the usual Cinerama trippy.
The first half of the film, directed by John Ford, is little more than a travelogue, exciting and dull in turn. Thus, at the time of the intermission, one is inclined to turn speculatively on the possibilities of Cinerama as a cinematic medium.
However, the sequence on the Civil War, directed by Henry Hathaway, offers a refreshing contrast. There is little of the travelogue approach in it—no Indian attacks, no fighting of the rapids, no buffalo stampede. The war scenes are brief, sober, and effective.
The departing of the cut for the war is unusually good, the huge screen actually conveying a fuller antecedent. Unfortunately, the sequence is rather brief, and quickly gives way to the travelogue.
Still, even the best John Ford effects would have probably come through just as well on some of the other large, but not so large, screens. And the dividing lines, ever present in Cinerama, seem too much of a shortcoming. It is not only annoying to see the image distortion, but, as a result, the dialogues are practically restricted to the central panel, leaving the sides merely for sightseeing purposes. Needless to say, the dramatic effect is reined in. Some attempts have been made in 'How The West Was Won' to disguise the divisions, without much success.
A large gallery of Hollywood stars is present, and some of the performances were good. Not expecting any character individualization in a film of this kind, I didn't mind the fact that most of the characters were standardized cliches. The verisimilitude of the scenes didn't bother me either; only the lack of imagination did.

The best tobacco makes the best smoke!

Old Spice—the shave lotion men recommend to other men!