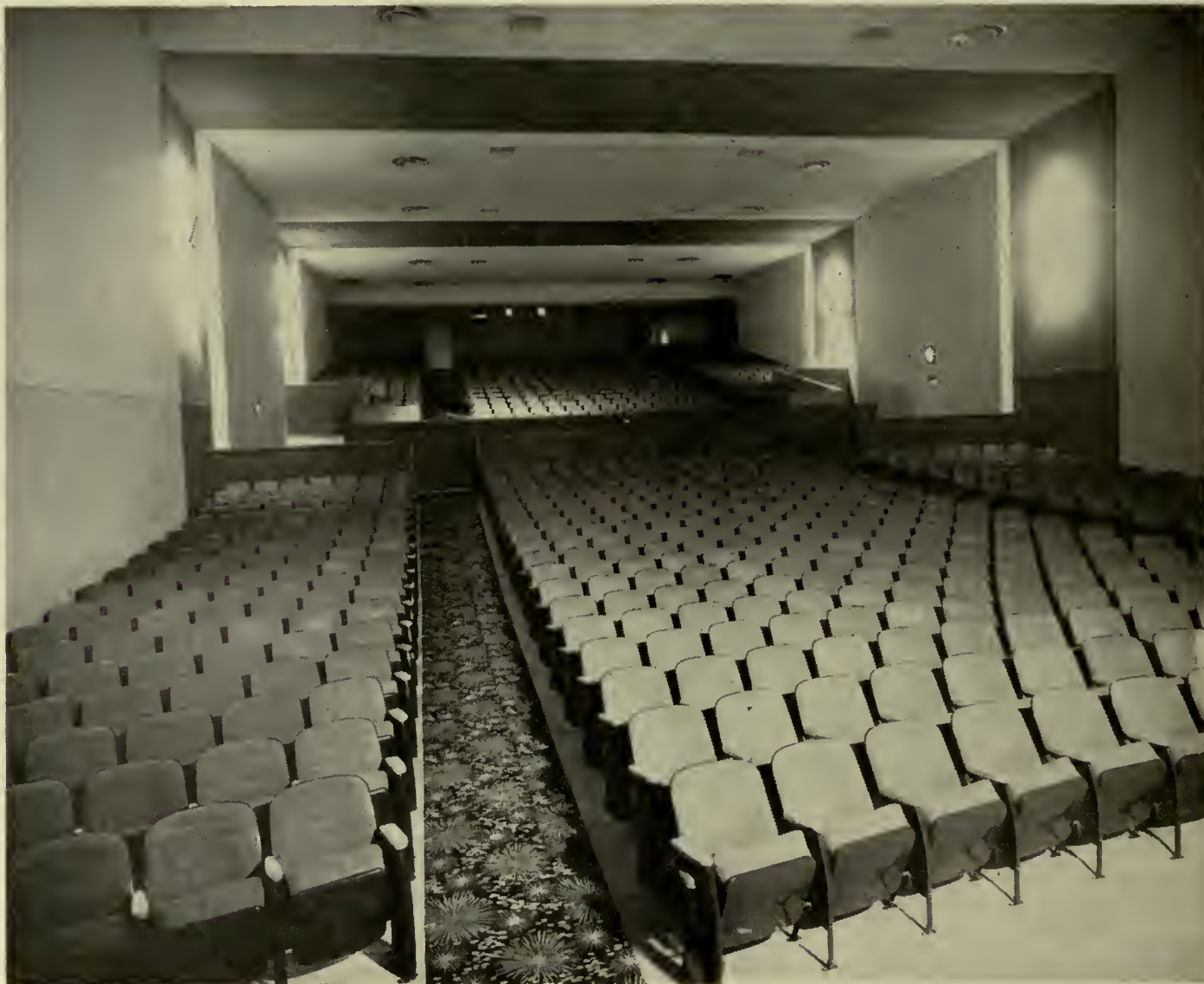


OCEANSIDE, CALIF., GETS A NEW \$250,000,

OWNER: Margo Operating Co.

ARCHITECT: Balch, Bryan, Perkins, Hutchason



The stadium-type auditorium seats 996 patrons, including 450 in the loges. A cry room is located at the right rear.

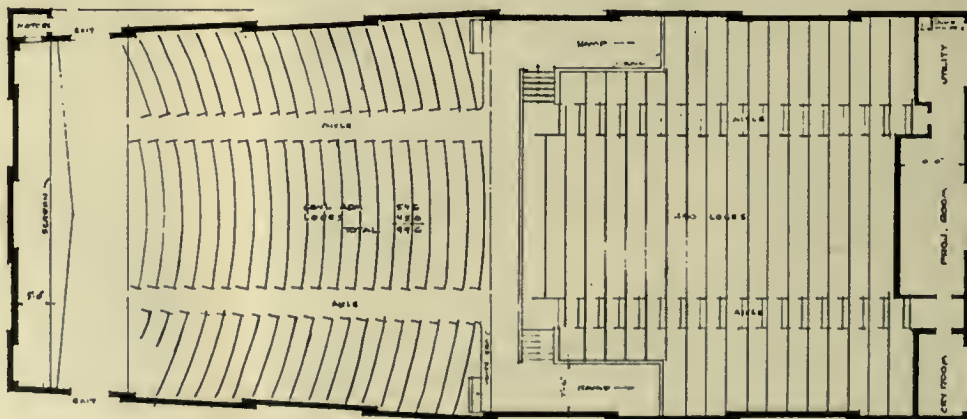
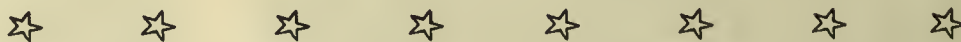
ONE OF THE FEW hardtop motion picture theatres to be built in Southern California in recent years is the new modern design Star Theatre in Oceanside. Completed less than eight weeks ago, the Star brings a total of four indoor theatres and one drive-in to the community.

Costing just under \$250,000, with furnishings and equipment another \$125,000, and seating 996, the new theatre is on Hill Street in downtown Oceanside. It is owned by Margo Operating Co., which is headed by Fred Siegel, who also has the Palomar Theatre in the beach city.

The architectural firm of Balch, Bryan, Perkins, Hutchason designed the stadium-type theatre.

William Glenn Balch, of the architectural firm has designed over 180 Southland theatres during the last 25 years, including houses for United Artists, Fox West Coast, Sero Enterprises, Pacific Drive-In Thea-

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The auditorium has been designed in a virtual rectangular design, with the screen drawn clear across the width of the building—thus enabling the management to advertise that every seat is in front of the screen. The auditorium is 151 feet 5 inches long and 64 feet 10 inches wide. Aisles are 4 feet 10 inches wide.