

CF Long Marine Lab 4/16/78

# UCSC Marine Lab Receives A Name

UCSC's Coastal Marine Laboratory has been named in honor of Joseph M. Long, the chairman and co-founder of the UCSC Foundation.

The laboratory is now under construction on the Younger Lagoon site west of Santa Cruz.

Long and his wife, Vera, have given more than threequarters of a million dollars to the foundation. Part of this has supported construction of the

oceanside facility.

"Because of Mr. Long's intense interest in conservation and marine research and education, the honor seems especially fitting," said UCSC Chancellor Robert L. Sinsheimer.

Long established Long's Drugs Stores, Inc., with his brother in 1938. He is also a charter member of the national advisory board for UCSC's Cen-

ter for South Pacific Studies, and a member of the California Parks Foundation. He is past president and director of the California Waterfowl Association and a former member of the Children's Hospital Medical Center in Oakland.

The 40-acre Coastal Marine Laboratory, with land donated by Mr. and Mrs. Donald Younger, is scheduled to do research on marine mammals,

plants, and birds as part of coastal life studies.

## Back To Basics

The ABC back-to-basics program at Bay View Elementary School recently held a successful back sale to raise money for the printing of the program's brochure and toward a uniform for the Santa Cruz High School marching band.