



Bert Prisk. The man who invented a heart.

At the General Motors Research Laboratories near Detroit, a number of projects extend beyond the automobile. Many of the people who work there are pursuing research in areas they hadn't dreamed of when they joined GM.

Bert Prisk is one of these people. His background is Electrical Engineering, and maybe you'd expect him to be designing new ignition systems. But Bert's project is entirely different. For several years now, Bert has been developing an inexpensive disposable heart pump.

Using fairly common materials and an uncommon imagination, Bert has devised a simple and ingenious solution to a seri-



ous medical problem. Bert's heart pump had been tested at veterinary hospitals and may soon be working to help save human lives in hospitals around the country.

Whether he's furthering medical technology at work, or relaxing with a good opera at home, Bert Prisk is a good example of the kind of people who work for GM. The kind of people who use fresh insights and determination to improve the quality of life for all of us.

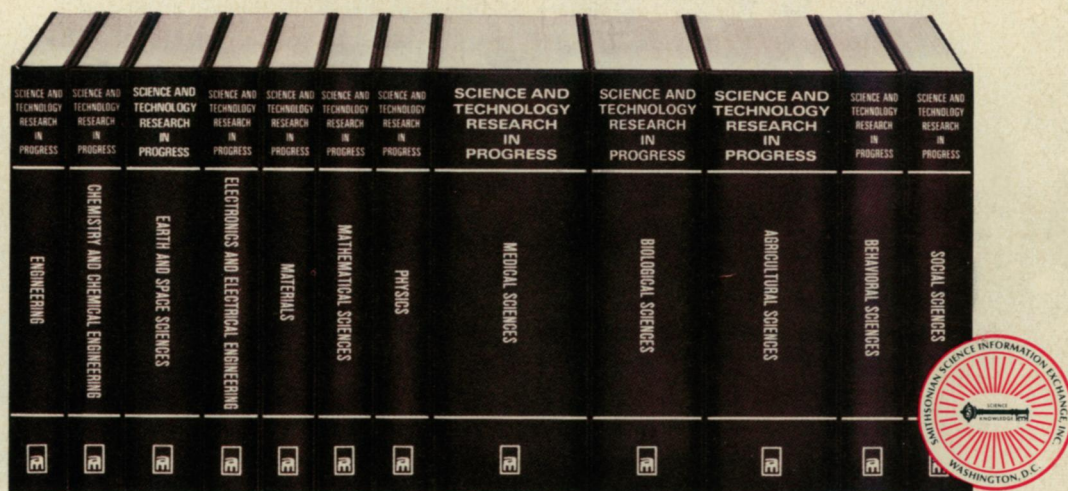


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At one time, it was a research project in itself just to find out what research was being done in a given discipline. It took time to find out. And finding out was an uncertain process at best; so often you just couldn't avoid needless duplication of research.

As long ago as 1949, the prestigious Smithsonian Institution recognized this problem, and took steps to solve it by establishing the Smithsonian Science Information Exchange (the SSIE).

The Science Information Exchange began collecting extensive individual records of research projects (both publicly and privately funded) currently in progress. The information was then made available to researchers by the SSIE through computer-based searches through its vast data bank.

A MAJOR BREAKTHROUGH:

This was an expensive process—and one which still consumed a great deal of time. A major research breakthrough was achieved, however, in 1971 when Academic Media, in cooperation with the Smithsonian Institution, decided to actually publish the SSIE data about current research in progress. The result is the

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