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The History Corner

Is this a teaching machine?

By Jonathan Paver and Rebecca P. Butler

The Bell and Howell Language Master Lee and Lida Cochran AECT Archives Blackwell Museum of Education, Northern Illinois University, 1999

The Bell and Howell Language Master was designed to provide students with auditory and visual language learning experiences. This machine used pre-printed cards to make available self-paced individualized instruction in a number of subject areas. Each of the cards contained a magnetic stripe with recorded audio information that corresponded to the card's printed information.

Bell and Howell began development of language materials and equipment that would eventually become the Language Master, as early as 1966 ("Bell and Howell Company," 2009). A program would normally include, in addition to the subject cards, worksheet spirit duplicating masters, test cards, manipulatives, a teacher's manual, and a storage container. ("Response to Office Action, October 25, 1974," 2009).

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