

# Pregnancy Test - A Thin Blue Line The History of the Pregnancy Test

## Introduction Am I pregnant?

The answer to this age-old question once demanded a combination of guesswork, intuition, and time. In 1978, however, the long wait to know for sure became a thing of the past. Trumpeted by advertisements as “a private little revolution,” the first home pregnancy tests started appearing on drug store shelves that year. A quarter of a century later, innovations promise to make even the telltale thin blue line obsolete. This web site looks at the history of the home pregnancy test—one of the most ubiquitous home healthcare products in America—and examines its place in our culture.

The home pregnancy test works by identifying the presence of the “pregnancy hormone,” human chorionic gonadotropin (hCG), in urine. Research that led to a sensitive, accurate test for hCG was done by scientists in the Reproductive Research Branch of the National Institute of Child Health and Human Development at NIH.

**“Am I pregnant?”**

**Introducing Answer**  
The at-home pregnancy test you can use with confidence

Answer is a highly accurate pregnancy test. In studies supervised by doctors, it was demonstrated that women can perform the test accurately 96% of the time. Millions of women around the world have used home pregnancy tests like Answer. It's the same kind of test made of laboratory test tubes. You don't have to understand how it works, and you help you decide if it's right for you. You can feel confident testing with Answer.

You can get highly reliable results with Answer as soon as nine days after you expect your period. If you are pregnant, the hormone Answer detects is normally present in your urine that early.

With Answer, you take nothing on yourself. Everything contained in the test comes in a box. The instructions are written clearly, and there are step-by-step illustrations to guide you and help you interpret the results. You won't feel you are taking a test with Answer.

**Answer**  
The At-Home Early Pregnancy Test Kit  
New from Diagnostic Testing, Inc.

Advertisement for Answer Ladies' Home Journal, December 1978.