

- (2) separating said complex from the solid phase; and
- (3) measuring the amount of said complex which is related to the amount of analyte initially present in the liquid sample.
- 2. The method of claim 1 wherein the labeled anti-analyte antibody is a monovalent antibody selected from the group consisting of Fab, Fab' and half-molecules.
- 3. The method of claim 1 wherein the label is an enzyme, chromophore, fluorophore, chemiluminescent material, radioisotope or coenzyme.
- 4. The method of claim 1 wherein the analyte is a protein, peptide, hormone, drug, vitamin, cell antigen, tissue antigen, bacterium or virion.
- 5. The method of claim 1 wherein the solid phase is an affinity column packing material or a plastic surface.

- 6. The method of claim 5 wherein the affinity column packing material is beaded agarose, polyacrylamide, glass, cellulose or cross-linked dextran.
- 7. The method of claim 1 wherein the separation step comprises percolating the liquid sample through a column containing an affinity column packing material.
- 8. The method of claim 7 wherein the analyte is digoxin, the analyte-analogue is ouabain, the antibody is labeled anti-digoxin antibody and the solid phase is a beaded agarose matrix.
- 9. The method of claim 8 wherein the label is fluorescein or β -galactosidase.
- 10. The method of claim 9 wherein the labeled anti-digoxin antibody is a β -galactosidase-labeled anti-digoxin-Fab' fragment and the amount of complex is measured by reacting said complex with o-nitrophenyl-galactoside.

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