

THE TWO CHALLENGERS

OHIO LINIMENT VS. CHINESE LINIMENT

Some time between 1846-1847 two medicines appeared on the local market. **Coffeen's Chinese Liniment** and **Loree's Ohio Liniment**. The first went on to national fame while the second quickly faded into obscurity. The two proprietors squabbled. Competing in the same market, John Loree and Goldsmith Coffeen chose to make their dispute public. We get a rare look into the past as they tell us their story in their own words taken from the advertising pages of the Western Star Newspaper in Lebanon, Ohio.

What and who do you believe when you read this story of charges and counter charges? Who was the originator? Was Coffeen just trying to put Loree out of business? Did Loree steal the formula? Was it all just a hoax put on by a couple of shrewd businessmen to jump start their fledgling enterprises? You be the judge in this tale of court battles and intrigue.

PUZZLE- CHINESE LINIMENT VS.

OHIO LINIMENT

Last September one John Loree bought about sixteen hundred bottles of Chinese Liniment. Soon after a stuff called Ohio Liniment made its appearance in the market, purporting to be an improvement on the Chinese Liniment, and stronger and offered at a lower price.

Query-How can the subscribers to the league be paid 20 or 25 percent on money to invest in Chinese Liniment, and it be improved and made stronger, transferred to other bottles, and then sold 20 or 25 percent cheaper than the Chinese Liniment? We would like to know how it is done.

Look out for improved articles when the Chinese gives out.

April 8, 1848

G. Coffeen

OHIO LINIMENT VS. CHINESE LINIMENT

G. Coffeen Jr. has published and is circulating a handbill, headed "WARNING" in which he charges that I am vending an imitation of his Chinese Liniment under cover of his label, that I have unlawfully appended his name to circulating bills

By Digger Odell

headed Lightning Line, that the receipt mentioned in the letter copied in said bill proved entirely unworthy of any attention, and that whoever states that he (said Coffeen) was ever advised in any manner in the preparation of the Chinese Liniment is an impostor & c. He also charges in said "Warning", that he dismissed me from the general agency because I was unqualified, dishonest, and for appropriating his property to my own use with many other charges too far fetched to mention.

Now I charge that said publication is from beginning to end a tissue of base falsehoods, and without any foundation as to truth.

I charge that "Coffeen" received all the knowledge he possesses of the ingredients of said Chinese Liniment from myself, and that by reposing confidence in him, supposing him to be an honorable man, I was defrauded out of the profits which were to accrue to me by the sale of said Liniment. As is said Coffeen has been very liberal in offering rewards, in return I will give any person one hundred dollars, who will produce the affidavit of ten responsible disinterested men, living within two miles of said Coffeen, stating that they believe his statements frequently published, as to my ignorance of the ingredients of the Chinese Liniment, and to his being sole and unaided discoverer there of. Let him get these who know us best to give their opinions on the subject, and the public can see how the matter stands. **LOREE'S**



The Two Challengers

OHIO LINIMENT is composed of the ingredients in the original Chinese Liniment, with improvements by the discoverer of the latter, and will succeed despite the insane ravings of any one who is jealous of its success. Two thousand bottles of the Ohio Liniment have already been sold, to the entire satisfaction of all who have used it, and I have now on hand ready for the market, fourteen thousand bottles more.

May 5, 1849

John Loree

The next month:

"FREE TRADE AND SAILOR'S RIGHTS" LOREE'S OHIO LINIMENT ENTIRELY VEGETABLE

IS THE RIVAL AND STANDS ON ITS OWN MERITS FOR INTERNAL USE, evidence will clearly show, this is the cheapest, most powerful and pleasant article in use for (unreadable) purging, Cholera Morbus, Cramps, Vomiting, and has been used with entire success for Pain in the Breast, and indeed for almost all Pulmonary affections.

FOR EXTERNAL APPLICATION - bruises, burns, frosted feet corns, weakness in the back, rheumatism, tooth ache, sore throat & c.

FOR HORSES - galled shoulders, strains, scratches, colic and with the addition of one fourth proportion of tincture cantharides, for spavin and curb

Each bottle will be accompanied with directions and a label for which a copyright has been secured, and entered in 1849 according to the act of Congress, in the District Court of Ohio. Be careful to observe the label and signature, and the oval bottle marked in the glass, on the one side of the bottle LOREE'S and the other OHIO LINIMENT.

... For particulars see small circulars-all agents will have a supply. Give it a trial. Be sure to get the genuine Loree's Ohio Liniment.....price twenty-five cents per bottle.

June 1, 1849

Loree & Co. Proprietor
Lebanon, Warren co. Ohio

CHINESE LINIMENT

The inventor and proprietor of this justly popular and universally admitted medicine, has made arrangements and is now putting up 6,000 dozen of the above liniment at his principal agents', C. S. Burdsall & Co., Cincinnati.

The great and increasing demand for this valuable medicine gives entire



Three aqua pontiled Coffeen bottles: (all circa 1847-52) The largest is embossed "CHINESE / LINIMENT / NO. 1 // PRICE 50 CTS", the second "COFFEEN'S // LINIMENT // NO. 2, the third is embossed "COFFEEN'S // CHINESE (backwards "S") / LINIMENT / NO. 3. Nowhere in his newspaper advertising does he refer to these different products.

assurance that unlimited amounts can be readily sold. Hundred of letters are coming to hand ordering supplies which contain unsolicited, the most flattering representations of its wonderful efficacy.... It needs no the stereotypebullitions of the hired puffer to herald it to the world.... Having won by its merits an imperishable fame far above the narrow minded, petty slanderer, and out of the reach of the Counterfeiter and Unprincipled Impostor to imitate successfully.

G. Coffeen, Jr.

The public are cautioned to beware of fraud when an article under another name is offered as being the same as my Chinese Liniment. That very fact presents evidence to every reflecting mind that there is fraud.

When you see an article set forth on flaming bills, and broadpage or towels, with the dashing expressions- "Free Trade and Sailor's Rights"- "Is the rival and Stands on its own merits" "Lightning Line"- "Telegraph Line" - "A Peace Conquered"- "Truth is might and will Prevail"- "Runs by Steam"- "Cure your Corns" &c., &c., &c., etc., look for a base impostor a self-consequential ass, who brags on his stuff (colored with burnt sugar, peppered high, and a little tincture with horse mint and the blue tailed fly) as being **strong**, which I am credible informed takes the hair off a horse's hide, and the "Dockter" says when you take an overdose it makes you vomit. Before you swallow this veritable drink better get a stomach pump, or line the "innards" with buffalo hide with the hair on.

If you provoke the ire of this fiery chap

the great medicine inventor, the knight of the most pleasant powerful (unreadable) on the face of the whole "airth" and "Calyforny" besides, you'll find his lying slanderous tongue more venomous than his burnt sugared stuff. Better get his hired scribbler to write another "mild dignified piece" for publication. It will no doubt have a powerful effect. We will exhibit some the "Dockters" own productions- the (unreadable) of epistolary correspondence so as to compare the Master's refined taste and cultivated mind with those of his obedient servant. More anon
Blue Ball, Ohio
June 1, 1949 G. Coffeen, Jr.

In the next issue the same two ads are run but this time the Chinese liniment ad on top and the Loree's ad below. Both ads read the same except Coffeen added these paragraphs to the bottom of his ad.

There is a pirating crew headed by a lying villain traversing the country with an article which they represent as the same as my Chinese Liniment, but **s-t-r-o-n-g-e-r**.

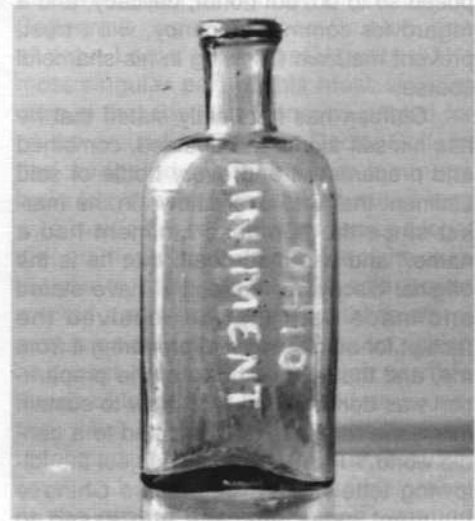
I would in sober serious earnest warn the people not to be deceived by their frauds and hear as they value their lives to refrain from taking the counterfeit stuff into their stomachs, thinking it to be the same as my benign and soothing medicine. The off repeated assertions made by this notable captain and his crew, that I am not the true originator of the Chinese Liniment are the most flagrant falsehoods ever uttered.

I had alone built up and established a business by my industry, my humble abilities and the expenditure of my money beneficial to myself and useful to the country. This greedy shark the unhesitating unscrupulous knave, with the determination of a highwayman, fabricated his tales, arranged his base plans, laid violent hands upon my property, tears asunder all the ties of sacred relationship, violates every trust, invites in men of easy consciences who were very ready to believe his lies for the sake of the plunder, who thought that my large pecuniary involvements and the burden of a large family, would render me an easy victim to their violent assaults. I promise the plunderers bloody noses before they have completed

their robberies upon me if heaven spares my life and gives me strength.

I here again declare in the most solemn manner, that except some of my counselors in law, no man but the Hon. Thos. Corwin ever had access (by or through me) to the true recipe forming my Liniment. I entertain no apprehension of a betrayal from that gentleman. I have prepared with my own hands every drop of said Liniment that ever appeared in the market.

The world has hardly every heard of such absurd audacity and barefaced



The aqua pontiled Loree bottle was embossed "LOREE'S // OHIO / LINIMENT". A pontiled damaged, yellow green, variant was dug in Lebanon, Ohio. No smooth based examples have been found, suggesting Coffeen made good on his threats and put Loree out of business.

shameless effrontery as that which has been practice upon me. But the day of reckoning is at hand.....

June 13, 1849

G. Coffeen, Jr.

Ohio Liniment Vs. Chinese Liniment

The public are doubtless wearied of the controversy carried on in the columns of the "Star" between myself and G. Coffeen, Jr., touching the proprietorship of the Chinese Liniment. But as Coffeen began the dispute, and has in all his articles manifested the most rancorous and malignant disposition towards me, I trust I shall be pardoned for this last notice of him. I do not intend replying to his most false and infamous statements regarding our family affairs. Neither will I trouble myself about his cant when speaking of his warm and ardent affection for his family, and the heart-rending and tempestuous scenes through which he has passed. Neither myself nor the "dastards" I employ are suf-

ficiently conversant with slandering billingsgate to meet him here. A long association with the frequenters of gambling halls and race courses would be necessary on our part, before we could acquire the necessary language to reply to his inventions on these subjects. Let those who know us both be inquired of by any who may be curious, and I fear not the result as to character or morality in drawing contrast between us. I shall hereafter treat his effusions concerning family and private affairs with (unreadable) contempt. I "could a tale unfold" were I disposed so to do; but honor, delicacy, and a regard for common decency, will I trust, prevent me from following in his shameful course.

Coffeen has frequently stated that he has himself alone and unaided, combined and prepared all and every bottle of said Liniment that was ever shown in the market since the "Chinese Liniment had a name," and has made oath that he is the original discoverer thereof. I have stated and made oath that he received the receipt for combining and preparing it from me, and that all he knows of the preparation was derived from me. Now to sustain this issue "let facts be submitted to a candid world." Read upon this subject the following letter, dated before the Chinese Liniment came out, and addressed to "John Loree, Liberty Indiana."

Blue Ball Aug. 9, 1845

Dr. John:- We have expected to have heard from you before this time- I got home in two weeks after I left your house. I made myself some acquainted with the prospect of selling the Liniment we have been talking of. It appears to me that the prospect is first-rate if the thing is properly managed. I divided the little I took with me among more than a dozen persons, who say they looked with great anxiety for the thing to come out. If I had the receipt, I would take pains to ascertain what would be the cost of preparing it in quantity. Mr. Furman says he should like when he goes East to bring any stock that we may want which would make it cheaper than to procure the stock in this country. I feel fully confident that a nice business may be done. If you will send me the receipt, I will go to Cincinnati and ascertain what will be the whole cost, including the necessary handbills to accompany the article, and also the expense of the vials. They ought to be of a peculiar form. Everything ought to be done up in the neatest manner.. It occurs to me that they would look well of a squared form about four inches long, and holding three ounces. By going to the glass factory any form can be obtained. When you send the receipt write out the

names of the articles very plain, so as to avoid any mistake, as the whole list will not be shown to any apothecary. I think we ought to have always a supply of the article on hand. I have no doubt that if I had a supply of the article on hand when I went to Kentucky, i could have sold twenty or thirty dollars worth. Don't fail to write soon. Yours affectionately,

G. Coffeen, Jr.

I have in my possession several other letters which corroborate the above, and which will be published in due season: Read the following extract from a large handbill headed "Coffeen Chinese Liniment," issued by Coffeen when he first commenced vending the liniment. "None genuine except prepared by the proprietor or his General Agent," "G. Coffeen, Jr., Proprietor," J. Loree, General Agent," and compare this with the declarations made in Coffeen last Publication, that "he (Loree) never did prepare or say prepared a drop of the Chinese Liniment in his life." On this branch of the controversy I will add the following certificates:

"I do hereby certify that G. Coffeen, Jr., told me that Loree's Ohio Liniment was the same as his Chinese Liniment. Given under my hand this 25th day of May 1848." J. Layman. West Chester, Butler Co., Ohio."

"G. Coffeen, Jr., made a similar statement, as above stated by J. Layman in my presence.

J.S. Davis. Chester, May 24, 1848

Enough for the present on this matter, more will be forthcoming hereafter.

Now for the statement made by

Coffeen in relation to what Dr. Wombaugh told him. The following speak for themselves.

*Cincinnati
May 23 1848*

Dr. Loree, Sir:- I see in a late number of the Lebanon Star, a piece from Mr. Coffeen, in which he represents me as saying that I have used the Ohio Liniment in my practice for six years, (the Ohio Liniment being only six or seven months in use.) Now all I have to

say is, it is a gross misrepresentation. In my communication to you under date of March 4, 1848, I said I have known and used your Liniment, (which you are now putting up under the name of Ohio Liniment) for the last six years of my practice, to my entire satisfaction. He has misrepresented me in saying that I gave him the pedigree of the Ohio Liniment, I gave him the pedigree of the compound which he calls the Chinese Liniment, and he has made the small; mistake of attaching the pedigree of his Liniment to your Liniment.

P. K. Wombaugh

Coffeen's reply:

Conquering a Peace

The season is now approaching for sore throats, stiff neck, swelled faces, toothache, sore lips, annoying coughs, rheumatism &c....Any person, troubled with an annoying cough who purchases a bottle of this Liniment, and swallows 20 or 30 drops on a lump of loaf sugar, the size of a small acorn, on going to bed, and have not received the worth of their money by the morning, can return the bottle and get their money back....

Protected by Law against Fraud

An injunction has been granted in the Circuit Court of the United States, which declares the trade in the "OHIO LINIMENT," a fraud. All those who trade in, promote, or advance the interest in the traffic of the said Liniment, are co-operators in the fraud, and are (according to the opinion of the court), liable to a prosecution at common law or in chancery. The higher the standing of the individual engaged in the fraudulent transaction, the

greater will be their influence, there the more extensive the injury; hence larger exemplary damages will be given.

See Extract of Judge McLean's Opinion Page 6, to wit:

"it would seem that an intentional fraud is not necessary to entitle the plaintiff to protection; but that, where the same mark or label is used which recommends the article to the public by the established reputation of another, who sell

CONQUERING A PEACE!



MORE FRAUDULENT REPRESENTATIONS!

Coffeen's "Snake Man" with slain serpents at his feet representing his battle against "The Ohio Liniment Fraud".

a similar article, and the spurious article cannot be distinguished from the genuine one, an injunction will be granted....If he has adopted the same mark which will cause his article to be taken for another in the market which is known and approved of, it is an injury which the law will redress. No one is permitted to go into the market with a deception of this character, so as to profit by the ingenuity, good faith, or established character of another."

I would here solemnly declare to the world that the injunction can never be dissolved. Nor can the color of the case be changed, unless the opinion of Judge McLean is overruled upon general principals, or a resort is had to perjury on the part of the Ohio Liniment party.... The originator of the fraud, and his accomplices may howl about dissolving the injunction, and deceive innocent persons by their false pretensions.

I have the evidence now in my hands in affidavits under solemn oath (about thirty in number), which establishes the fraud, and perfects my case. Only four of these affidavits were laid before the court to sustain my bill and not one of these were from a member of my family.

I love peace in my intercourse among men, and I am tired of Law, but I here pledge my life and my honor that I will defend myself in my last breath against the unrighteous invaders of my property. The Ohio Liniment battle commenced in treachery, and has been perpetuated in fraud; therefore, I would earnestly admonish all law-abiding, peace-loving, honorable men to abstain from any cooperation in the infamous traffic, lest an imperative duty compel me in defense of myself, my family, and my honor, to involve them in an expensive and perplexing law suit, which may come upon them when they think the danger is past. I have long been carefully taking notes of passing events, and have observed, with keen regret, the indifference of some who assume to be my friends, and who wink at the absurd outrages upon my right, and the vile attack upon my reputation.

If I am correct in my opinion, the longer they continue the fraudulent business the deeper will they be involved. Those who doubt the correctness of my assertions, had better counsel some honorable intelligent lawyer who is not over anxious to procure a client, and hearken not to the Shylocks who are receiving a tariff from the unholy traffic.

Many persons are anxious to procure a copy of Judge McLeans Opinion,... on account of the great light it throws upon "Trade marks," "good will," and the established character of business, exhibited to

the public by some label sign or mark. I therefore propose to those who wish to procure a copy, ...I will forthwith forward by mail to the office they may direct, ten copies of the Opinion, in a neat pamphlet of eight pages on good paper, and new type, with a colored cover. I will pay all postages, i.e. on the letter enclosing the money...(unreadable) so that all who desire a copy at their office can procure it at their office one dime, free of any other charge.

Blue Ball Ohio, October 24th, 1849

G. Coffeen Jr.

NOTICE-I have closed a contract with my agents, Burdsall & Co. at Cincinnati, to bottle for me the coming year 1000 gross Chinese Liniment- upwards of \$60,000 worth at the market prices.... Send your orders with the Cash, and they will be promptly attended to *Cash payments are best for all parties, as the Liniment never fails to sell.*

December 7, 1849

G. Coffeen, Jr.

In the rebuttal Loree comments sarcastically about Coffeen's so called "Trademark" which he dubs "Earmarks" :

**COME ON WITH YOUR SNAKES!
A PEACE CONQUERED!
WAR ENDED
THAT SNAKEY MAN IN A BAD FIX!!!
LOREE'S OHIO LINIMENT
PROTECTED BY LAW**

Chinese Liniment Jr. vs. Ohio Liniment Sr.
US circuit Court Indiana
District...Provisional injunction granted to

restrain a man from making and selling his won property, &c. "I would Solemnly declare to the world that this injunction can never be dissolved" Per Judge Coffeen Jr. on injunctions.


Nov. term 1849 - this cause came on to be heard, and thereupon, after hearing arguments of counsel, and mature deliberation in the premises, the Court do order, adjudge and decree that the injunction so granted in manner and form as aforesaid, be and the same is hereby dissolved and held for nothing.

Report of the Case

This was a suit brought by Dr. Goldsmith Coffeen Jr., against James Brupton, one of John Loree's Liniment Agents. The most singular part of this most singular case is that the injunction was prayed for on the ground, mainly that Doctor Coffeen had cudged his ingenious, luminous brain to get on a little label about as long as a man's finger, which his learned legal disquisitions upon the subject he was please to style "good will" and "trade marks;" and it was to protect these aforesaid cunningly devised ear marks, which had cost his said brain much terrible throes of labor, that he wanted an injunction. Well he got it. But the best (unreadable) part of the transaction is, that the court, on hearing, dissolved the injunction, on the ground that *John Loree* was the real jam-up, genuine, original inventor of the liniment in controversy, and therefore had a perfect right to market and vend it as he say fit.

There is another remarkable point in this most extraordinary case. Why did not the

COME ON WITH YOUR SNAKES!



**A PEACE CONQUERED!
WAR ENDED!!
THAT SNAKEY MAN IN A BAD FIX!!
LOREE'S OHIO LINIMENT
"PROTECTED BY LAW."**

U. S. CIRCUIT COURT,

Loree's Alligator ready to take on Coffeen's snakes.

redoubtable Doctor attack the Ohio Liniment on his own dunghill? He had made several attempts to obtain an injunction against it here, and when met face to face- as he ever was and ever will be- he always slunk away under defeat. He knows as any man of even like quantity of brains well knows that is is very easy on a one sided hearing to obtain a provisional injunction, if the applicant will only furnish the requisite quantity of swearing matter. Hence, the aforesaid veritable and renowned Doctor, instead of meeting John Loree like a man, face to face at home, where all the testimony was and is come-at-able, sneaks off to Indiana with his pockets crammed full of exparte affidavits, and locks up, for a little while, the business of one of Loree's poor, helpless, innocent agents under the operation of a short lived injunction. But Loree was soon after him. With his pockets stuffed for of depositions too, and this famous injunction on investigation, like now before heat, melted away under the burning rays of Truth. BRAVE MAN! Well may he exclaim "I here pledge my life and honor that I will defend myself to the last breath," Nevertheless his objective was attained. He wanted an injunction if but for one day only, that he might make a noise and manufacture some humbuggery stuff out of it. But such triumphs are ever ephemeral.

LEGAL PRINCIPLES SETTLED

As the public would doubtless like to know the principles settled in this notorious lawsuit, they are given below, together with the authorities cited to sustain them. They will commend themselves to the good sense of every one.

1st Earmarks is earmarks, sure; and earmarks that ain't earmarks ain't earmarks at all, *positive*. Vide Gunderflunk on Earmarks and Screwdrivers. p 6.

2d. Anything that ought to have earmarks out to be earmarked, *certain*; and the bona fide owner of a thing has a good right to earmark it according to his fancy, by cropping, slitting, underbiting, boring etc.. Vide Frizze on Head Shaving. Tail curling and Straight Jackets p7.

3d. Thou shalt not intermeddle with thy neighbor's concerns. Thou shalt not poke thy hand, or thy nose, or anything that is thine into thy neighbor's affairs, or anything that is his; but thou shalt mind their own business. Neither shalt thou covet thy neighbor's property. See the eleventh commandment and wholesome rules connected therewith.

4th. Ergo, when an injunction concerning another's property and its earmarks is "howled" into court, any such injunction so "howled" into court may be "howled" out of court again. Vide Loree on Dissolving Injunctions.



Many variants of Coffeen's Liniment exist. Above are two aqua, pontiled, "COFFEEN'S // LINIMENT" circa late 1850's. The word "CHINESE" appears to have been gradually phased out. A number of unique specimens (all broken) have been recovered from privies in Lebanon: One clear, pontiled specimen was embossed like the larger sized pontiled bottle except it was embossed "35 cts." instead of "50 cts"; another early smooth base, light cobalt bottle was found; and a pontiled, amber example was sold by one of the auction companies some years ago, Coffeen's Liniment is listed in the National Wholesale Druggist catalogs as late as 1888. A clear, labeled smooth base example surfaced a few years ago from a different proprietor in a different town.

5th. Those who doubt the correctness of these principles had better counsel some honorable, intelligent, lawyer-always excepting Shylocks who work for "dirty" fees. Vide Lawyer Doctor Coffeen on Injunctions and Liniment p.1 et seq.; omitting the "Howling" part" thereof.

MEMO. MY REPORTER. So stands this celebrated *farce*. Nothing is changed in this report of the case; it will be circulated gratis, as Dr. Coffeen will need all he can get for his pamphlet. And it is suggested in a friendly way, now that his injunction is defunct, that he raise the price of his little book, inasmuch as it may require all the funds he can procure to *foot his damage bill* on his Injunction Bond. February, 1850 John Loree

CONQUERING A PEACE MORE FRAUDULENT REPRESENTATIONS

I am credibly informed that the originator of the Ohio Liniment Fraud, and his unscrupulous accomplices, are howling through the country that a trial has been had on a motion to dissolve the injunction granted by Judge McLean, to restrain the Ohio Liniment trade; and that I have been beaten- the the injunction (as the braggart expresses it) "is all knocked to hell!"

In order to defend my just rights and interests, and the public mind and guard them from being imposed upon by the impostors, I will state a few brief facts.

When my counsel had drawn up my bill upon the application from an injunction setting forth the facts, no specific amount of damages were named My counsel asked what amount of damages should he name. I replied that it was impossible for be to determine what amount the damages were. My object being mainly to stop the continuation of injuries. My bill went before the court with the blank not filled up, as to the specific amount. The motion to dissolve rested upon that point...I, by my counsel, asked leave to amend, and reswear to my bill. The following is the decision of the court....

....The court grant(ed) leave to the parties to withdraw the affidavits on file and to take dispositions generally: and this suit is continued until the next term of court....It will thus be seen that my case is fairly in



This receipt shows Loree was still operating in 1850. No smooth base bottles have been found. The law suit Loree refers to in his last ad quite possibly may have resulted in the end of the Ohio Liniment.

court, for trial upon the facts and merits....I will here announce to the public that I will (sooner or later) prosecute to the extent of the law, every man or combination of men, (without respect to persons whom I regard as as able to pay damage and costs) who continue to deal in or co-operate in the Ohio Liniment Fraud.

February 1850 *G. Coffen, Jr.*

In reply:

...I assure the public that I have an overwhelming amount of testimony to enable me not only to catch the snakes, but to kill them. So don't be alarmed friends, The alligator is on hand....At any rate, the "injunction is dissolved and plenty are ready to corroborate Brunston's answer (the defendant) in the points published by the "doctor"

And beware, O ye People for the immortal "Doctor" will do wonders with such of you as allow one of Loree's hand-bills or advertisements to be placed, pasted, tacked or wafered upon your lands, tenements, houses, outhouses, stumps, gate posts and premises. Verily will he scourge you! for has he not established, and does not every body know that what he solemnly swearth cometh to pass. So he badly scared, for the Doctor's comfort and peace dependth upon it! "How!!" "How!!" all the daughters of the land for the immortal "Doctor" is near the end of his string. Loree's Ohio Liniment the signed pure original is in the hands of



The "Coffeen House" located at the edge of Lebanon, Ohio is one of only a few octagonal houses in this part of the state. A long since torn down "office" was located next door. The Cistern of the office was filled with hundreds of broken pontil age Coffeen Liniments.

those who are not frightened by the "howlings" of a disappointed man: and the article itself drives out all competitors where ever it goes.

Lebanon, Feb. 23, 1850 *John Loree*

In his last known newspaper ad Loree alludes to new law suit:

IN SOBER EARNEST

I hereby solemnly announce to my good old customers, and the scores of new ones I hope to obtain - to Ladies and gentlemen- to friends and foes- one and all that Coffeen injunction is

Absolutely Dissolved Dead,

and that the

OHIO LINIMENT,

The best medicine of the kind in the wide world-the real, genuine, pure, original article, has

FREE TRADE ONCE MORE.

Come then supply yourselves with this invaluable preventive and curative medicine. A large stock kept Constantly on hand Lebanon, Ohio

February 1850 *John Loree*

N.B. Hand bills, containing a full and accurate account of the celebrated "Assumpsit Suit" in Cincinnati, between Coffeen and Loree, with a full copy of the bill of particulars of the plaintiff, will shortly appear and be furnished gratis. Also a statement of other suits in general.

COFFEEN'S CHINESE LINIMENT

900 GROSS of this liniment now ready for the market- Those who wish to deal in this commodity, and at the same time to confer a blessing upon the mankind, can make investments in either large or small amounts in a manner perfectly safe, and derive large profits upon their capital. The putting up of a large amount of this Liniment at a time enables me to put it up much cheaper than it can be done in



Three aqua smooth based, hinge mold Coffeen bottles: (all circa 1860-1870) the large size is embossed "CHINESE / LINIMENT / NO. 1 // PRICE 50 CTS." The other two are identical except for their lip treatment say "COFFEEN'S // LINIMENT."



Down but not out... This smooth based broken bottle says "LOREE'S // L.L.L.L." was recovered from a Cincinnati privy. "L.L.L.L." might have been Loree's Lightning Line Liniment.

smaller quantities.

Notwithstanding the violent assaults of an organized band of slanderers, knaves, usurpers and swindlers, this benign soothing and powerful curative has, with becoming modesty worked its way to public favor, and has arisen (in the face of the most aggravated and malignant opposi-

tion) to the highest notch of fame, and there stands triumphant, unrivaled, pre-eminently the most universally admired medicine of the age for the pains and ills it proposed to cure.

The united elements in the form and proportion which compose the "Chinese Liniment" were never known by man until I alone, (with great care, and a full sense of the responsibility resting on me) contrived, invented, prepared and placed it before the public in the beginning of the year 1846: and no one to this day has been instructed in the details of its compound except my two oldest sons, and they are bound in heavy obligations and their solemn boasts to abide my stipulations. They can be deprived of the advantages of the business by a violation thereof: unless they (by an act of treachery, as has before been practiced) break through all the sacred obligations that bind man to man in his social relations, and violate every principle of propriety, decency, honor and justice..

May 1850.

G. Coffen, Jr.

With Loree out of money or out of the picture, and the dispute fading in the public memory Coffeen in his final advertisement (1852) offers this version of events:

COFFEEN'S CHINESE LINIMENT FOR MAN OR BEAST

This most valuable medicine has now been before the public nearly six years, during which period more than half a million bottles have been sold, and as many people have enjoyed its benign effects....In preparing this medicine, the motives that impelled me were to establish a business by which I could procure a respectable existence for myself and family, without interfering with the rights of others, and lay up something for my old age, and at the same time render myself useful to my fellow men....

I had a well tried medicine which I had tested in my family for more than twenty years, for such purposes, which was usually called "Rheumatic" or "Hot Drops" which forms a material portion of the "Chinese Liniment". But in ushering it before the public, in order to have it in the best possible form, I had resorted to the books, and made the most scrutinizing examination, making several experiments, retaining those elements long tested....I offer as evidence of my faith in this medicine, that I take it myself, administer it to my family, and recommend it to my friends....

G. Coffen

