



COLONEL ELI LILLY

THE RIGHT MAN FOR THE JOB

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In the spring of 1865, with the Civil War ended, a Union veteran from Indiana, Colonel Eli Lilly, and his partner, dreaming of business success, leased a 1,400-acre plantation near Port Gibson, Mississippi. The venture, however, ended in disaster with Lilly's partner absconding with its proceeds and his beloved wife, Emily, succumbing to malaria. Devastated by his losses, Lilly attempted to rebuild his life by returning to the trade he had practiced in the Hoosier State before the war, pharmacy.

From his disastrous southern sojourn, Lilly forged a new life as the founder of what became one of the most successful pharmaceutical companies in the world—a firm that still bears his name. Upon Lilly's death in 1898, an Indianapolis newspaper commemorated his life by noting that there were few men “whose loss can be so fully and truthfully be considered a loss to a community as that of Col. Eli Lilly. He was a man who entered into public affairs from thoroughly unselfish motives and was guided in his efforts by a sincere desire to promote the welfare of his fellowmen. There was nothing of false pretense about him, nothing of self-seeking, nothing of sordid or mercenary motives. . . . Col. Lilly was a model man in every way.”

The Lilly family came to the United States from England in 1789, settling in Baltimore County, Maryland. According to records that have survived to the present, the family prospered in Maryland with Eli Lilly's grandfather, also named Eli, amassing extensive properties, known locally as Fairmount Plantation. It was here that the younger Eli was born on July 8, 1838, to Gustavus and Esther Lilly. Within a year of Eli's birth, his parents moved west, first to Kentucky for more than a decade and then to Indiana, finally settling in Greencastle. Gustavus and Esther, well known as so-called shouting Methodists, were not interested in carrying on the traditions of the plantation. As Methodists, the young Lillys were both abolition-

ists and prohibitionists, and they settled in Greencastle in order to provide a good Methodist education for their children at Asbury College (DePauw University today). At Asbury Eli received the founda-

tion for what became his life's work as a chemist, pharmaceutical manufacturer, philanthropist, and community leader.

There is little information about Eli's time at Asbury. At the college he did pursue studies that prepared him for life as a pharmacist. He also worked a couple of odd jobs, including as a printer's assistant in the office of the *Asbury Notes*, the school's newspaper, and as an errand boy at a local drugstore. By the time Lilly opened his small pharmaceutical chemical manufacturing plant in downtown Indianapolis in 1876, he had already worked in nine other drug companies as either an assistant or owner/co-owner.



Opposite: Eli Lilly at age twenty-one. Left: Colonel George W. Jackson (left), from Charlottesville in Union County, Indiana, and Lieutenant Colonel Lilly both served in the Ninth Cavalry, 121st Indiana Volunteer Infantry Regiment, during the Civil War.

IN ALL LIKELIHOOD, ELI'S "CHANCE" ENCOUNTER WAS MORE LIKELY THE RESULT OF AN ORCHESTRATED EFFORT ON THE PART OF HIS FATHER, HIS UNCLE, CALEB, AND HENRY LAWRENCE, THE PROPRIETOR OF THE DRUGSTORE IN QUESTION, TO PROVIDE YOUNG ELI WITH A RELEVANT APPRENTICESHIP WITH A SO-CALLED ETHICAL PHARMACIST.

After leaving Asbury, Eli followed his father's advice and traveled north in order to apprentice at the Good Samaritan Drugstore in Lafayette, offering an opportunity that did not exist in Greencastle. According to legend, as represented in numerous paintings, illustrations, and even a film created in 1966, Eli decided to

become a pharmacist when he looked up and noticed the sign of the Good Samaritan drugstore. In this version of the story, he recalled the Bible stories told to him by his mother about the Good Samaritan and decided to become a "Good Samaritan" as a pharmacist. In all likelihood, Eli's "chance" encounter was more likely the

result of an orchestrated effort on the part of his father, his uncle, Caleb, and Henry Lawrence, the proprietor of the drugstore in question, to provide young Eli with a relevant apprenticeship with a so-called ethical pharmacist. Regardless of the reasons for the encounter, it is important to note that Eli successfully served a four-year apprenticeship with Lawrence. As a result of this effort, and his previous educational efforts, the young man was ready to pursue his life's work as a pharmacist.

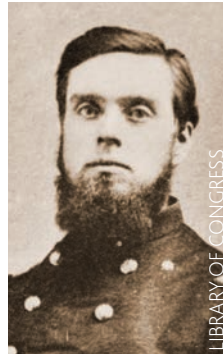
Immediately following his apprenticeship, Lilly served short-term stints in three drugstores—in Lafayette, Indianapolis, and Greencastle—and by 1861



he was married to Emily Lemon and had opened a retail pharmacy in downtown Greencastle with money he saved from his previous jobs and financial assistance from his father. Unfortunately, the Civil War conspired to keep Lilly from further pursuing his vocational endeavors, at least for the next five years.

After answering the call to arms in 1861, Second Lieutenant Lilly was assigned garrison duty guarding Baltimore Harbor. Bored by the tedium accompanying the posting, Lilly resigned his commission and returned home to see Emily and Josiah Kirby (the couple's newborn son), and to petition Governor Oliver P. Morton for a post with an artillery battery. Lilly was unsuccessful in receiving a new commission until after President Abraham Lincoln called for 300,000 additional troops in July 1862. Lilly's persistence paid off as he was able to recruit 156 men, mostly from Putnam County and the surrounding areas, into the Eighteenth Indiana Volunteer Artillery Battery. In spite of being just twenty-four years old, Lilly, after a vote by new recruits, became the battery's captain—a position he held until he vacated it on April 14, 1864, when he accepted a promotion to major with the Ninth Indiana Cavalry.

While commander of the Eighteenth, Lilly met with both failures and successes. He was likely too young and inexperienced at the beginning of his command to lead his battery, and, as a result, stumbled early with his men. For example, Lilly found himself surrounded by liquor bottles one morning, tribute from his men after a raiding party confiscated local stores of liquor from homes in Kentucky. In response, Lilly reacted harshly; after returning most of the stolen supplies, Lilly placed a number of the men in his battery



Left to Right: Henry Lawrence, owner of the Good Samaritan Drugstore; Colonel John T. Wilder, commander of the Lightning Brigade; and Confederate general Nathan Bedford Forrest.

under arrest and subsequently set about punishing them through punitive drills and maneuvers. While Lilly may have been acting in a way that was consistent with his own ethical boundaries, and perhaps even the letter of the law, it is clear that his course of action caused his men not to trust him. Within months, forty-six men from the battery petitioned Governor Morton for the removal of Lilly as their commander, citing a number of alleged offenses. Unfortunately for them, they failed in their attempt. Lilly demoted his noncommissioned officers and set about punishing the offenders so as to reestablish his authority.

The Eighteenth spent the next nine or ten months moving south through Kentucky and Tennessee. Along the way, Lilly and his men continually honed their fighting skills and mastered the six, three-inch ordnance rifles and four mountain howitzers assigned to the battery. They were also involved in a number of minor skirmishes prior to their first major confrontation at Hoover's Gap on June 24, 1863. Immediately prior to the battle, Lilly's battery was assigned to Colonel John T. Wilder's Lightning Brigade of mounted infantry who had been tasked with taking and holding the gap. During the battle, four companies from the Illinois 123rd Mounted Infantry were assigned to protect Lilly's

guns. Long after the war was over, William Rennels, a private in the 123rd, reached out to Lilly in order to reminisce about the battle. According to Rennels's letter and Lilly's response, the battle hinged on Lilly's ability to disable a Confederate gun that was trained on the Union position. After the Eighteenth began to draw fire, Lilly took charge of his guns and began to fire back at the Confederates. Lilly's third shot struck the muzzle of the opposition's gun, causing its caisson to ignite and thereby ending the standoff.

Following the Battle of Hoover's Gap, the pace of the war quickened for Captain Lilly and the Eighteenth. The battery's next assignment was to act as a decoy for the Army of the Cumberland under Major General William Rosecrans. Lilly was ordered to place his artillery on a hill overlooking the Tennessee River across from Chattanooga in an effort to draw Confederate general Braxton Bragg's attention from Rosecrans's forces that had crossed the Tennessee River to the southwest of the town. As a result of weeks of bombardment from the northeast and Rosecrans's invasion from the southwest, Bragg's army was forced to abandon Chattanooga, thereby giving the Union army an important strategic stronghold in eastern Tennessee. In an effort to destroy Confederate resistance in the area, Rosecrans and the Army of the Cumberland, including Lilly's battery, followed Bragg's forces south into northern Georgia. Bragg was intent on

Opposite: Artist's rendering of a young Eli Lilly about to enter the Good Samaritan Drugstore in Lafayette, Indiana, owned and operated by Henry Lawrence.

THE CANISTER, COMPOSED OF A METAL CAN FULL OF LEAD BALLS, TURNED PERIOD CANONS INTO LARGE SHOTGUNS. “THE DITCH WAS LITERALLY FULL OF DEAD AND WOUNDED AND PROVED TO BE A SELF-MADE GRAVE FOR HUNDREDS OF [CONFEDERATE SOLDIERS],” CAMPBELL RECALLED.

reestablishing Chattanooga as a Confederate stronghold, but Rosecrans understood the importance of the city as an east-west transportation hub. As a result, the two forces met near the Chickamauga Creek, leading to the second bloodiest battle of the war.

The modern-day site of the Battle of Chickamauga is both serene in its rural charm and emotionally charged for any person who knows what happened there. For three days, beginning September 18, 1863, approximately 125,000 soldiers fought toe to toe in an effort that caused nearly 35,000 men to be killed, wounded, or captured as the Chickamauga River lived up to its period nickname of the “River of Death.” The Eighteenth proved instrumental in repelling Confederate advances early in the battle and in protecting Union soldiers retreating north toward Chattanooga on the afternoon of the second and third days of fighting. According to reports by Wilder and Henry Campbell, Lilly’s bugler, the Eighteenth was instrumental in repelling at least two Confederate advances. Captain Lilly had positioned his guns overlooking a ravine to the far right of the Union line. Unfortunately for Confederate forces attempting to traverse the ravine and thereby outflank Union forces, Lilly’s men fired as many as 200 rounds of double, or perhaps triple, canister rounds during the second afternoon of fighting. The canister, composed of a metal can full of lead balls, turned period cannons into large shotguns. “The ditch was literally full of dead and wound-

ed and proved to be a self-made grave for hundreds of [Confederate soldiers],” Campbell recalled. Wilder concurred with Campbell’s assessment of the effectiveness of Lilly’s troops and later lamented, “At this point it actually seemed a pity to kill men so. They fell in heaps, and I had it in my heart to order the firing to cease, to end the awful sight.” During the final day of the battle, Wilder’s brigade was used to protect Union forces as they retreated to Chattanooga. Lilly and his men found themselves, once again, on the north shore of the Tennessee River awaiting further instructions.

In November the Eighteenth received orders to leave Wilder’s brigade and was reassigned to the First Cavalry Division. Over the next five months the battery was engaged in a number of minor skirmishes as it moved about eastern Tennessee. The Battle of Mossy Creek is perhaps the most notable encounter during this period. During the skirmish, described by Campbell as the hottest engagement the battery had during the war, the Eighteenth encountered Confederate artillery and many of Lilly’s men were wounded. Lilly was hit by at least two rounds from enemy rifles, but neither round penetrated the captain’s skin. Instead, he walked away from the battle badly bruised. By April 1864 the transition from Wilder’s brigade was complete with Lilly accepting a promotion to major with the Ninth Indiana.

Opposite: Recruiting poster for Lilly’s Eighteenth Indiana Battery of Light Artillery, seeking 156 men, including one captain, two first lieutenants, two second lieutenants, a first sergeant, a quartermaster sergeant, six sergeants, twelve corporals, two buglers, two blacksmiths, two wagon makers, and 122 privates.

Major Lilly’s time with the Ninth was not necessarily a bright point in his military career because he encountered the most difficult and dangerous situation of his wartime experience. As Union forces traveled deeper into the South during 1864, Confederate forces did everything they could to interrupt Union supply lines. As a result, the Ninth was assigned to protect a highly vulnerable railroad bridge in northern Alabama known as Sulphur Creek trestle. After defeating Union forces in Athens, Alabama, Confederate general Nathan Bedford Forrest set his sights on destroying the trestle in late September. About 1,000 men from the Ninth, the Third Tennessee Unionist, and 111th U.S. Colored Troops under the command of Colonel William Lathrop were tasked with building a small fortification near the trestle and protecting it from Forrest’s 3,500 mounted Confederate troops. Forrest’s superior numbers and firepower quickly stripped Lathrop’s troops of any advantage they might have enjoyed by the presence of the fortress. In fact, Forrest’s constant barrage of both rifle and cannon fire into the fort from surrounding hills killed Lathrop, putting Lilly in command. As a result of the constant gunfire from both sides of the encounter, Union forces quickly found themselves in a position where they literally had to whittle larger minie balls to fit their Gallagher cavalry carbines. The fate of the Union forces was sealed.

Approximately 200 Union officers and men were killed during the altercation. According to Confederate troops who occupied the fort after the engagement, the conditions endured by Union troops were beyond the pale. Forrest’s artillery barrage was entirely effective in creating an environment unfit for human beings. As a

THE 18TH IND. ARTILLERY

INDIANA BOYS



ON EVERY FIELD!

LILLY'S HOOSIER BATTERY!

In This Great Emergency Our Government Wants Men!
Men with stout hands and willing hearts, men who will fight manfully for our just and holy cause.

Arise MEN OF INDIANA!

And respond nobly to this last call as you have done to others. Listen not to those who would deter you from going; they will approach you in a thousand ways; heed them not; they have oily-tongues but are **TRAITORS AT HEART.**



The undersigned has been authorized by His Excellency O. P. MORTON, Governor of Indiana, to raise a Battery, to be known as the 18th Battery Indiana Artillery; headquarters, for the present, at Greencastle, to be organized as follows: 1 Captain, 2 First Lieutenants, 2 Second Lieutenants, 1 First Sergeant, 1 Quartermaster Sergeant, 6 Sergeants, 12 Corporals, 2 Buglers, 2 Blacksmiths, 2 Wagon Makers, 2 Harness Makers, 1 Wagoner, 122 Privates: Total, 156 men. The Battery will consist of

SIX, TEN POUNDER PARROTT GUNS!

AS IT IS DESIGNED TO MAKE THIS THE CRACK BATTERY OF INDIANA.

No man need apply for enrollment unless he is sound in every particular.

"A premium of \$2,00 will be paid for each acceptable recruit. Every Volunteer who enlists for three years or during the war, shall receive his first month's pay in advance, upon mustering his company into the service of the United States, and shall in addition thereto receive \$25,00 of the One Hundred Dollars Bounty, which shall be paid when the company is raised to the minimum number. (Gen'l Orders No. 49.) Each recruit receives \$100,00 Bounty, and from \$13,00 to \$21,00 per month.



July 9, 1862.

Headquarters at the Drug Store, S. E. Corner Public Square, Greencastle, Indiana.

D. SCOTT of Bainbridge, late of the 16th Indiana, is fully authorized by me to recruit for the above Battery.

E. LILLY



Wilder's mounted infantry on the march passing the blockhouse for the Nashville and Chattanooga Railroad near Chattanooga, Tennessee. Because of ill health, Wilder had to resign from the Union army in October 1864, leaving with the rank of brevet brigadier general of volunteers.

result, Lilly was forced to negotiate terms of surrender. Despite the fact that Lilly and Forrest met face to face to negotiate “honorable” terms for the surrender of the fort, not all troops were treated in a manner consistent with their agreement. Lilly

and the other Union officers eventually found themselves confined to the town of Enterprise, Mississippi. The black troops of the 111th suffered a much different fate, with many being sent to the Catawba Prisoner of War Camp, where they were used

for hard labor, or returned to their plantations of origin as slaves. While detained in Enterprise, Lilly was approached by a man who informed him that a group of local marauders was interested in attacking the town and POW camp. As it turns out, the people in question were part of what was known at the time as the “Republic of Jones.” It seems they were upset by reports regarding the moderate treatment of the Union officers and decided to raid the town and prison in order to fund the Republic’s secession campaign.

By late November or early December, Lilly was part of a prisoner exchange that landed him in Memphis, Tennessee. Soon thereafter, Colonel George Jackson, commander of the Ninth Indiana, petitioned Morton to promote Lilly to the rank of lieutenant colonel; the governor

DESPITE THE FACT THAT LILLY AND FORREST MET FACE TO FACE TO NEGOTIATE “HONORABLE” TERMS FOR THE SURRENDER OF THE FORT, NOT ALL TROOPS WERE TREATED IN A MANNER CONSISTENT WITH THEIR AGREEMENT...THE BLACK TROOPS OF THE 111TH SUFFERED A MUCH DIFFERENT FATE, WITH MANY BEING SENT TO THE CATAWBA PRISONER OF WAR CAMP, WHERE THEY WERE USED FOR HARD LABOR, OR RETURNED TO THEIR PLANTATIONS OF ORIGIN AS SLAVES.

did so sometime around January 1, 1865. After traveling to Saint Louis and Ohio, Colonel Lilly was sent to Gravelly Springs, Alabama, to rejoin the Ninth, already in winter quarters. During the remainder of the war, Lilly and his men served throughout the Vicksburg, Mississippi, area. He was promoted to the rank of full colonel prior to being mustered out of the service in August 1865. After the war was over, it would have made sense for Lilly to return to Indiana and open a drugstore. He was educated in the pharmacology of the era, and his family still lived in the state.

Lilly decided, however, to remain in the South. His reasons for this action are unknown, but it is possible that the colonel thought of himself as a southern gentleman. Having been born on a slave-owning plantation in 1838 and living his formative years in central Kentucky, he may have identified with some aspects of southern life. Also, given the fact that he voted for John Breckenridge, the pro-southern and pro federal slave-code presidential candidate in the 1860 election, it is possible that he was sympathetic to the southern position before the beginning of the Civil War. It is also likely that he recognized that southern reconstruction following the war offered a great business opportunity for anybody willing to work hard. Finally, as a result of Colonel Lilly's assignments and time in captivity, he had essentially lived in the Alabama/Mississippi area over the course of the previous year and had developed something of a reputation as an honest, hardworking, and trustworthy person. All of these factors conspired to bring Lilly and his family to Port Gibson, Mississippi.

In June 1865 Lilly entered into a business partnership with Ceasar Beasley. According to an article published in 1866, the two partners leased 1,400 acres of Edward McGehee's Bowling Green Plantation near Port Gibson, Mississippi. Union

troops had burned the main house down the year before, but other houses existed on the property. Lilly moved Emily, Josiah, and one of his sisters to Mississippi to be a part of the enterprise soon after he was mustered out of the army. Sadly, the entire experience was an exercise in futility, and multiple forces conspired to force Lilly to return to the North. In 1866 a drought killed all of the colonel's crops. On top of that, Beasley stole money from the endeavor and disappeared in the confusion that was the post-war South. Finally, the entire

family was plagued by illness, with each of them being bedridden with malaria. Emily, who was eight months pregnant with the couple's second son, died in August 1866. Deeply saddened by his wife's death and his entire experience in Port Gibson, Lilly moved Josiah to Greencastle to live with his parents while he attempted to rebuild his life and return to his occupation as a pharmacist.

Lilly worked in three different drugstores in central Indiana and one in Illinois during the ten years between the



Lilly's second wife, Maria Cynthia Sloane, who died in 1932.

Mississippi debacle and the founding of Eli Lilly and Company. For five of those years, he partnered with one of his former sergeants from the Eighteenth in Paris, Illinois. Lilly's move west to Paris was precipitated by two rather short stints in Indianapolis. While working at the H. Daily Company, James Binford, a former sergeant in Lilly's Eighteenth, approached Lilly with a business proposition. Binford suggested he would take care of the retail side of the business, while Lilly would make medicines for sale in the store. While in Paris, Lilly married Maria Sloane; the couple welcomed their first and only child, Eleanor, into their family in 1871. The downtown Paris store also featured a soda fountain and was fairly successful, but Lilly decided to return to Indianapolis and enter into a partnership with Doctor John F. Johnston in September 1873. Unfortunately, despite early success, this endeavor was not at all favorable to Lilly and he found himself doing more than his fair share of the work while he estimated that Johnston had taken more than his fair share of the profits. As a result of what he deemed unfair treatment within the partnership, Lilly, in early 1876, decided to leave the business.

Accounts vary regarding the amount of stock and cash Lilly took with him when he left Johnston and Lilly, but by

all accounts he was not a wealthy man when he opened his small manufacturing facility on May 10, 1876. In fact, Lilly was not even initially interested in forming his own business. When Lilly approached local drug wholesaler Augustus Kiefer for a job, he was turned away. Instead of giving the experienced veteran a job, Kiefer convinced him to open his own manufacturing company and promised to purchase finished goods from the new business. He further promised that he would convince the other wholesale drugstores in the area to purchase Lilly's products. With promises in hand, Lilly opened his own business at 15 West Pearl Street in downtown Indianapolis. The colonel employed three other workers that first year, including Albert Hall, the chief compounder; Caroline Kruger, finisher and bottler; and his fourteen-year-old son Josiah (J. K.), the company's "porter, engineer, miller, mass maker, bottle washer, errand boy, and general utility man." Sales were meager that first year at just \$4,470.18, but according to an annual report compiled by J. K., "profits were large—Cathartic Pills, S.C., sold at \$2.00 net per pound; Fluid Extract Buchu at \$2.50 net per pound."

Following the meager successes enjoyed by the company during its first year, Lilly sought to do more to sell his products. For example, during an age when many

medicines were made of raw materials that were not, in any way, palatable to most people, it was not uncommon for patients to refuse to take the substances prescribed by their doctors. Lilly introduced methods for encapsulating his pills, thereby negating the offensive tastes for would-be patients. By 1877 he was using a crude method to encapsulate his medicines in gelatin; this was followed by the use of sugar, cinnamon, and chocolate to mask the tastes of these offensive medicines. Lilly also initiated traveling sales during 1877 by hiring Binford, his former partner from Illinois, to travel throughout southern Indiana, Kentucky, and a few areas in Ohio. Sales rose sharply as a result of these efforts with the business selling \$11,318.73 worth of goods during 1877; \$30,098.94 during 1878; and \$48,354.55 in 1879. The business grew so quickly that by 1878 Lilly had to relocate his firm to 36 South Meridian Street; the business spread into parts of 38 South Meridian Street the following year.

By 1881 it was obvious that the company was successful enough to warrant a much larger facility. As a result, Lilly moved his business to a former chair-manufacturing facility on McCarty Street between Alabama and Delaware Streets. The year 1881 proved to be a monumental one for the company. Not only did it move to McCarty Street, but it was also incorporated and established its first branch house, or remote office, away from the McCarty Street facility. The company was incorporated on January 6, 1881, with a capital stock of \$40,000. Most of that was held by Lilly, with the remainder being held by other company executives. The branch house in Kansas City was initially staffed by James Lilly, the colonel's brother and fellow pharmacist and Civil War veteran.

The following year proved to be important to the business for a completely dif-

ACCOUNTS VARY REGARDING THE AMOUNT OF STOCK AND CASH LILLY TOOK WITH HIM WHEN HE LEFT JOHNSTON AND LILLY, BUT BY ALL ACCOUNTS HE WAS NOT A WEALTHY MAN WHEN HE OPENED HIS SMALL MANUFACTURING FACILITY ON MAY 10, 1876. IN FACT, LILLY WAS NOT EVEN INITIALLY INTERESTED IN FORMING HIS OWN BUSINESS.



Lilly's small Port Gibson, Mississippi, plantation, suffered from misfortune from its start, and he abandoned his home there and returned to Indiana.

ferent reason. While revenue continued to increase at an astonishing pace, 1882 was important because of the return of J. K. to the business. The colonel had surprised him with an offer to send him to the Philadelphia College of Pharmacy, a gift J. K. gladly accepted. Upon his return to Indianapolis, J. K. became superintendent of the laboratories, a position he held until he became president of the company after the colonel's death. Despite the good

fortune enjoyed by the colonel in the workplace, there were still rough times ahead for the family. Eleanor, suffering from diphtheria, passed away in 1884. Sadly, an antitoxin for diphtheria was discovered in 1890. The couple later donated money to the Indianapolis Flower Mission in order to open the Eleanor Hospital for Sick Children, the only children's hospital in central Indiana until 1909, when the City Hospital opened a children's unit.

After about 1890 Lilly's interests shifted away from the business somewhat as he entered semiretirement and focused more and more energy on philanthropy. Along with William Fortune, Lilly was instrumental in establishing the Indianapolis Commercial Club, the forerunner of the Indianapolis Chamber of Commerce. As president of the newly chartered club, Lilly spoke candidly about his vision for the city:

I see a city with sidewalks smooth and even . . . shaded by trees which may be hacked to pieces by any chance butcher, but kept in order by the city forever. . . . roadways are smooth . . . alleys kept clean . . . dust is unknown and the trash heap, store sweepings, the handbill fiend, the open garbage cart and kindred evils are unknown . . . sewerage system complete . . . water is pure . . . the sad and weary streetcar mule has made his last run long since and rapid transit is everywhere. Beautiful parks are everywhere, the steam railways elevated.

Many of these efforts were brought to fruition by the club in order to shine a light on the young, western city. Under the auspices of the club, streets were paved, steam-train tracks were elevated, sidewalks and streetlights were installed, safe and affordable utilities were provided to residents, and relief efforts were coordinated during periods of economic downturns and emergencies. The colonel's involvement in the club led to the city hosting the twenty-seventh National

Encampment of the Grand Army of the Republic in 1893. While competing with the World's Columbian Exposition in Chicago, the encampment brought approximately 250,000 to 300,000 people to the city, whose population at the time was 200,000. Lilly and his wife hosted extra events at their home for members of the Eighteenth Indiana and the Ninth Indiana. In addressing his former comrades on that occasion, it is obvious that Lilly maintained a high degree of respect for the men who had so valiantly fought beside him throughout the war.

Lilly's health began to fail during the late summer months of 1897. Having been diagnosed with "stomach trouble," and ultimately stomach cancer, he was unable to eat over the course of the last eleven months of his life. As a result, he was essentially starved until he succumbed to his illness on June 6, 1898. One of his last requests was that three groups of people should attend his funeral. First, he asked that Wilder assemble as many men from Lilly's former outfit as he could bring

with him to the funeral. Lilly also asked that members of his family and employees of the company he founded in 1876 should attend as well. Upon his father's death, J. K. assumed control of the company. In time, J. K. followed his father's advice when he said, "take what you find here and make it better and better." Subsequent Lilly leaders have similarly

answered the colonel's call for continual improvement. As a result, the company still bears Colonel Eli Lilly's name after more than 140 years. Perhaps the colonel's own words can be used to draw an analogy for both his community service and his drive to build a world-class pharmaceutical company: "I approach [building our community] with a most profound sense of obligation. . . . we may not realize it now, but we are building one of the great inland cities of the American continent. We have not gotten above the foundation. In fact, the work before us is the foundation. Shall we build it broad and deep, and strong, or shall we temporize with make-shifts?"

Michelle C. Jarrell served in the U.S. Air Force before attaining dual bachelor's degrees in history and political science. Jarrell also has a master's degree in history from Ball State University and a master's of library science from Indiana University. Previously department head and assistant professor of library systems at Indiana State University, since 2006 Jarrell has worked for Eli Lilly and Company as a librarian, historian, archivist, and museum curator.

Visitors to the Eugene and Marilyn Glick Indiana History Center, 450 West Ohio Street, Indianapolis, can experience Colonel Eli Lilly's original Pearl Street laboratory by visiting the exhibition You Are There: Eli Lilly at the Beginning, which will be at the History Center until January 20, 2018. Inside the exhibition you will meet Colonel Lilly and other people from his life, as well as see artifacts on loan from Eli Lilly and Company. •



In the 1890s Lilly, now a successful businessman, worked with William Fortune to improve Indianapolis with the development of the Commercial Club, the forerunner of today's Indianapolis Chamber of Commerce.



Original Eli Lilly and Company building, which opened on May 10, 1876, at 15 West Pearl Street in Indianapolis.

FOR FURTHER READING

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