



FIGURE 10.2

Colonel Eli Lilly. (From Eli Lilly and Company. With permission.)

THE ELI LILLY FAMILY

Eli Lilly and Company was founded in May 1876 by Colonel Eli Lilly in Indianapolis, Indiana, where its headquarters exists today (Figure 10.2). At the time, Colonel Lilly was a pharmaceutical chemist and a veteran of the U.S. Civil War. He was frustrated by the poorly prepared, often ineffective medicines of his day. Consequently, he made these commitments to himself and society:

- He would found a company that manufactured pharmaceutical products of the highest possible quality.
- His company would develop only medicines that would be dispensed at the suggestion of physicians, rather than by eloquent sideshow hucksters.
- Lilly pharmaceuticals would be based on the best science of the day.

Colonel Lilly laid the foundation for the Lilly tradition: a dedication that first concentrated on the quality of existing products and later expanded to include the discovery and development of new and better pharmaceuticals. All of this was incredible, because it would take until 1907 to pass the Wiley Act.