

BC REMEDY BUILDING

423 Morris Street, Durham, NC 27701



DURHAM ID

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HISTORY

The Measurement Incorporated BC Remedy Building, located at 423 Morris Street, was built in 1928 to meet the swelling demand of the Bernard and Council drugstore pain-relieving product. In the early 20th century, as more and more workers raced to Durham to take advantage of the tobacco money train, Bernard and Council introduced a headache powder to cure the pounding headaches of the men who spent hours toiling in the Durham tobacco factories. The powder would become famous in the South, almost as much a part of everyday living as the cigarette. Soldiers returning home from World War I tried BC and began spreading the word, not only making BC a popular pain reliever but a phenomenon. In 1967, Block Drug of New Jersey purchased the BC Remedy Company.



- Photo 1928 courtesy The Herald Sun

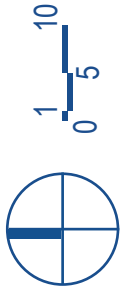


- Photo 1928 courtesy The Herald Sun

In the mid-1970s, the 423 Morris Street building became the headquarters for CCB Bank. By design and unknown to most, the bank used the building to count and process millions of dollars every day. In 1989, the bank decided to move to another location. The building set idle for four years until Measurement Incorporated purchased the building in 1993. The move would help generate additional confidence in the neighborhood and trigger resurgence in downtown. Measurement Incorporated has been a pioneer in its industry: start-of-the-art standardized test development and scoring. Today MI calls Downtown Durham its headquarters and owns over 350,000 square feet of office space, employing over 400 full-time employees and thousands of part-time employees.

LIGGETT STREET

MORRIS STREET



Basement

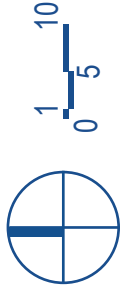
LIGGETT STREET



MORRIS STREET



First Floor



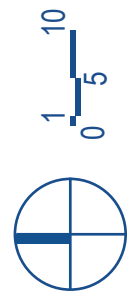
Second Floor

Third Floor

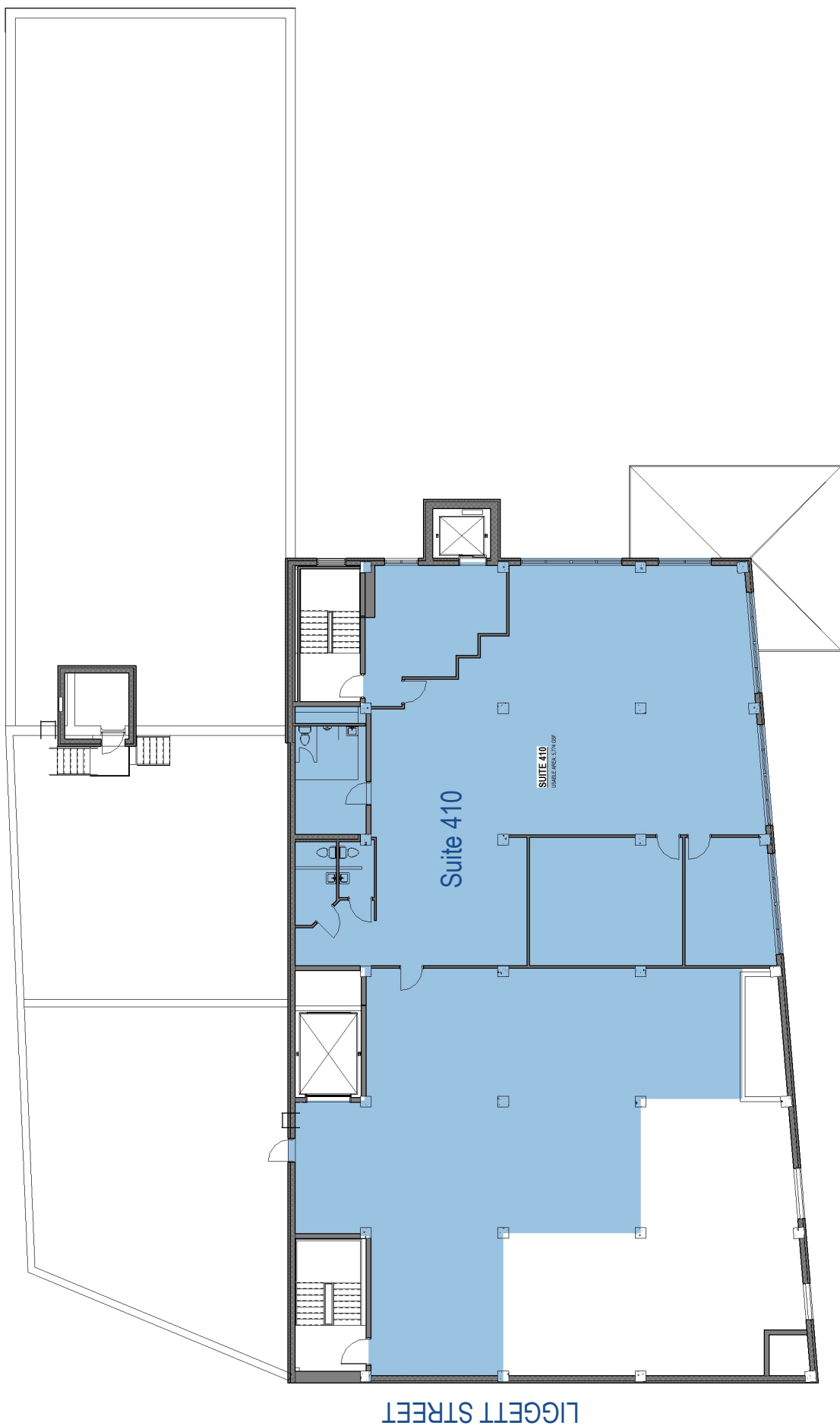


MORRIS STREET

LIGGETT STREET



Fourth Floor



MORRIS STREET

LIGGETT STREET