VERY CITY HAD an "automobile row" in the early 20th century, where showrooms clustered to sell America's new novelty. Pittsburgh's grew up along Baum Boulevard. The brick and terra cotta factory/showroom that still towers over the intersection of Baum Boulevard and Morewood Avenue opened in March 1915 to assemble Ford Model Ts. Located a block from the Pennsylvania Railroad's Shadyside station, unassembled cars were shipped there, built, and distributed locally. With three stories below street level, it was the sixth largest of the company's 24 satellite plants, employing about 300 and turning out 40 cars a day (with a capacity for 100). Guided tours were offered every hour from 9:00 a.m. to 4:00 p.m. Now called the Reidbord Building, tenants include an electric supplier, a party decorations store, and a printer/binder. — Brian Butko