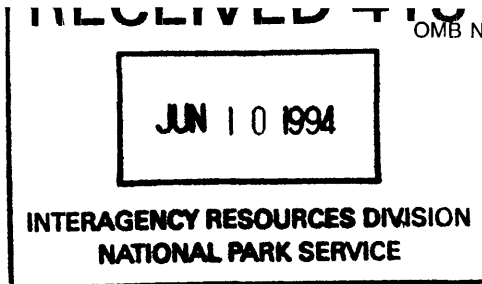


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United States Department of the Interior  
National Park Service

National Register of Historic Places  
Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Satterfield Motor Company Building

other names/site number \_\_\_\_\_

2. Location

street & number 108 E. Main Street N/A not for publication

city or town New Roads N/A vicinity

state Louisiana code LA county Pointe Coupee code 077 zip code 70760

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this  nomination  request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property  meets  does not meet the National Register criteria. I recommend that this property be considered significant  nationally  statewide  locally. (See continuation sheet for additional comments.)

*Gerrit Hobdy*

June 7, 1994

Signature of certifying official/Title Gerrit Hobdy, LA Date  
SHPO, Dept. of Culture, Recreation & Tourism  
State of Federal agency and bureau

In my opinion, the property  meets  does not meet the National Register criteria. (See continuation sheet for additional comments.)

Signature of certifying official/Title \_\_\_\_\_ Date \_\_\_\_\_

State or Federal agency and bureau \_\_\_\_\_

4. National Park Service Certification

I hereby certify that the property is:

- entered in the National Register.  See continuation sheet.
- determined eligible for the National Register.  See continuation sheet.
- determined not eligible for the National Register.
- removed from the National Register.
- other, (explain:)

*Edson H. Beall*  
Signature of the Keeper

Entered in the Date of Action  
National Register 7-7-94

**5. Classification**

**Ownership of Property**

(Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

**Category of Property**

(Check only one box)

- building(s)
- district
- site
- structure
- object

**Number of Resources within Property**

(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
1		buildings
		sites
		structures
		objects
1	0	Total

**Name of related multiple property listing**

(Enter "N/A" if property is not part of a multiple property listing.)

N/A

**Number of contributing resources previously listed in the National Register**

0

**6. Function or Use**

**Historic Functions**

(Enter categories from instructions)

COMMERCE/TRADE: Specialty store

**Current Functions**

(Enter categories from instructions)

WORK IN PROGRESS

**7. Description**

**Architectural Classification**

(Enter categories from instructions)

no style

**Materials**

(Enter categories from instructions)

foundation concrete

walls stucco (over brick)

roof other: tar and gravel

other

**Narrative Description**

(Describe the historic and current condition of the property on one or more continuation sheets.)

**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

Satterfield Motor Company Building, New Roads, Pointe Coupee Parish, LA

Section number 7 Page 1

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The Satterfield Motor Company Building is a one story stucco over brick party wall commercial building located on Main Street in downtown New Roads, the parish seat of Pointe Coupee Parish. Historically, the building was a combination auto dealership and garage. Construction began in late 1917, and the building opened for business in January 1918. Modifications have been fairly minimal and have occurred almost entirely on the interior.

The Satterfield Building is L shaped. It extends back from Main Street and wraps around an adjacent building. The rear elevation faces False River. The side elevation features a wide opening for automobiles. With the exception of a modern door, the facade retains its historic appearance thanks to the recent removal of a metal covering. There are three large windows across the front, two of which were for the auto showroom, as shown on extant plans. The facade is divided into three bays by piers which extend slightly above the parapet. The parapet rises in a curving shape in the central bay. Recessed decorative panels accent the piers and the area immediately above the windows.

The previously mentioned plans show the front of the building containing an auto showroom, office and stock room. The rear half was a garage. The showroom and office are the only spaces given any decorative treatment, and even then it is only a simple wainscot. The garage area features simple wooden posts of the type found in industrial and warehouse facilities of the period.

Alterations:

The floorplan of the building today is entirely open, and various skylights have been covered. The facade is original except for the front door. Also, there are marks where the metal "slipcovering" was attached. These blemishes will be taken care of in an in-progress restoration.

With its large plate glass windows to showcase Fords and its automobile entrance on the side, Satterfield Motors conveys its historic role as an automobile dealership. There is no question that someone from the historic period would recognize the building.

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- [x] A Property is associated with events that have made a significant contribution to the broad patterns of our history.
[] B Property is associated with the lives of persons significant in our past.
[] C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
[] D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations N/A
(Mark "x" in all the boxes that apply.)

Property is:

- [] A owned by a religious institution or used for religious purposes.
[] B removed from its original location.
[] C a birthplace or grave.
[] D a cemetery.
[] E a reconstructed building, object, or structure.
[] F a commemorative property.
[] G less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance

(Enter categories from instructions)

transportation

Period of Significance

1918-1930

Significant Dates

1918

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Architect: Phil B. Seibold

Contractors: Bouanchaud & Herring

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS): N/A

- [] preliminary determination of individual listing (36 CFR 67) has been requested
[] previously listed in the National Register
[] previously determined eligible by the National Register
[] designated a National Historic Landmark
[] recorded by Historic American Buildings Survey #
[] recorded by Historic American Engineering Record #

Primary location of additional data:

- [x] State Historic Preservation Office
[] Other State agency
[] Federal agency
[] Local government
[] University
[] Other

Name of repository:

Satterfield Motor Company Building  
Name of Property

Pointe Coupee Parish, LA  
County and State

### 10. Geographical Data

Acreage of Property less than an acre

#### UTM References

(Place additional UTM references on a continuation sheet.)

1	1 5	6 5 0 0 2 0	3 3 9 1 6 4 2 0
	Zone	Easting	Northing
2			

3			
	Zone	Easting	Northing
4			

See continuation sheet

#### Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

#### Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

### 11. Form Prepared By

name/title National Register Staff

organization Division of Historic Preservation date May 1994

street & number P. O. Box 44247 telephone (504) 342-8160

city or town Baton Rouge state Louisiana zip code 70804

#### Additional Documentation

Submit the following items with the completed form:

#### Continuation Sheets

#### Maps

A **USGS map** (7.5 or 15 minute series) indicating the property's location.

A **Sketch map** for historic districts and properties having large acreage or numerous resources.

#### Photographs

Representative **black and white photographs** of the property.

#### Additional items

(Check with the SHPO or FPO for any additional items)

#### Property Owner

(Complete this item at the request of SHPO or FPO.)

name Mr. and Mrs. John L. Ewing (w) 504-638-3178

street & number P. O. Box 429 telephone (h) 504-638-7352

city or town New Roads state Louisiana zip code 70760

**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

Satterfield Motor Company Building, New Roads, Pointe Coupee Parish, LA

Section number 8 Page 1

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The Satterfield Motor Company Building is locally significant in the area of transportation history because of its special role in bringing the automobile age to New Roads. It is also a rare survivor within this context.

Automobiles, or "horseless carriages," were first sold in America in the last few years of the nineteenth century, but were initially a luxury that only the rich could afford. In 1900, there were only 8,000 registered vehicles in the United States, which represented less than a tenth of a percent of the population. In 1908 Henry Ford revolutionized the industry with his assembly line method of production and the introduction of the Model T, the first low-priced car for the masses. Over the next twenty years the Model T kept getting cheaper and cheaper as the American buying power was rising. By 1910, there were 468,000 registered cars in America, and by 1920 the figure had soared to eight million. Motor cars had been transformed from a plaything of the rich to an item that people of modest income could afford.

It is not known when the first automobile appeared in Louisiana. In 1909, a world's speed record of 60 miles per hour was set in New Orleans, and it is said that this event did much to popularize the new vehicles. By 1916 there were nearly 9,000 automobiles on the assessment rolls of the various parishes, and thereafter the increase was rapid. It must be remembered that prior to about 1920, very few hard surface roads existed outside the state's major cities. It was progressive Governor John M. Parker who brought Louisiana squarely into the automobile age. His administration, which began in 1920, undertook a major road building program and established a state highway system. By 1925, there were 208,779 registered cars in the state. Governor Huey Long, elected in 1928, continued the road building program, adding major automotive bridges in New Orleans and Baton Rouge. By 1940, the number of cars had increased to 375,000.

The early automobile age in New Roads, the parish seat of Pointe Coupee, can be traced in the local newspaper, The Pointe Coupee Banner. In the early years cars had to be ordered from Baton Rouge, about 35 miles away. A 1915 Ford advertisement from a Baton Rouge dealer noted that there was no Ford agent in Pointe Coupee Parish. By 1916, Olinde's Garage is advertising that they can order cars. On September 8, 1917 the Ford Motor Company placed an ad announcing that Theodore E. Satterfield had been appointed as the company's agent in Pointe Coupee. The charter for Satterfield Motor Company ran in the Banner later that month, and in late November the paper announced that the company "has

CONTINUED

**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

Satterfield Motor Company Building, New Roads, Pointe Coupee Parish, LA

Section number 8 Page 2

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begun work on a splendid brick building on Main Street that will be an ornament to the town." Apparently Satterfield's was the first full-fledged "state of the art" automobile dealership in town, providing the first showroom space, along with parts and service departments. It appears that Olinde's at this time was a garage that sold cars on order. Its charter as Olinde's Motor Company appears in the Banner in June 1927, and a 1934 issue shows it as the Chevrolet dealership.

Sanborn Insurance Company maps are an additional source of information. They are particularly helpful in showing the extent of the loss of automobile age related resources. The 1909 map, as would be expected, shows nothing, and even by 1923, there are only two buildings--the candidate and what is presumably the Olinde Garage. The 1920s was a period of great growth, reflecting in some measure the progress in road building mentioned previously. Within a seven year period, as shown on the 1930 map, New Roads (population 2,000) had acquired six filling stations, various small buildings labeled "auto washes," and three auto dealerships. The latter were Satterfield's, a large used auto dealership, and Olinde's, a two building complex. Today, all that is left to represent the early automobile age in New Roads is Satterfield's and one Olinde building. The Olinde building is vacant and deteriorating. Within this context, the Satterfield Motor Company Building is significant not only as a rare survivor, but for what it represents: the small community's first auto showroom.

**Period of Significance:** The period of significance, 1918-1930, was chosen in consultation with the National Park Service to represent the early automobile age in New Roads. As explained above, the early automobile age in the community was in the late teens and 1920s. The 1930 date corresponds to the above referenced 1930 Sanborn map.

**United States Department of the Interior  
National Park Service**

# **National Register of Historic Places Continuation Sheet**

Satterfield Motor Company Building, New Roads, Pointe Coupee Parish, LA

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## **BIBLIOGRAPHY**

Sanborn Insurance Company Maps, New Roads, 1909, 1923, 1930.

Pointe Coupee Banner, miscellaneous issues, 1915-34, copies in National Register file,  
Louisiana Division of Historic Preservation.

Plans and specifications for Satterfield Motor Co. Building, copies in National Register file,  
Louisiana Division of Historic Preservation.



**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

Satterfield Motor Company Building, New Roads, Pointe Coupee Parish, LA

Section number 10 Page 1

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Legal Property Description

First: A certain tract or lot of ground, together with all buildings and improvements thereon, and all rights, ways, privileges and servitudes thereunto belonging or in any wise appertaining, situated in the Town of New Roads, Parish of Pointe Coupee, State of Louisiana, having a front of thirty nine (39) feet nine (9) inches on the south side of Main Street of New Roads, and extending back between parallel lines to False River, bounded in front or on the North by said Main Street of New Roads, in the rear or on the South by False River, on the East by a lot of ground belonging to Isadore G. Morgan and Ernest Morgan, or assigns, and by the Morrison Parkway, and on the West by a lot of land owned formerly by the Bank of New Roads, which lot has been divided and is now owned in part by Hebert and in part by Seller, said portion being described "Second" below.

Second: A certain lot of ground, with all buildings and improvements thereon, and all rights, ways, privileges and servitudes thereunto belonging or in any wise appertaining, situated in the Town of New Roads, Parish of Pointe Coupee, State of Louisiana, lying and being on the West side of and contiguous to the lot of ground hereinabove described as "First", said lot of ground having a width of thirty five (35) feet, more or less, beginning at a point fifteen (15) feet to the South and in the rear of the building lately occupied by the First National Bank, later property of Bank of New Roads, and now of Hebert, or assigns, and extending back between parallel lines to False River, bounded in front or on the North by land of Oscar Hebert, or assigns, bounded in the rear or on the South by False River, on the East by the lot of ground hereinabove firstly described and on the West by New Roads Street (formerly called Cemetery Street).

Justification: Boundaries follow property lines.