

United States Department of the Interior
National Park Service

Resub



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 National Register Bulletin *How to Complete the National Register of Historic Places Registration Form*. If any 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.

1. Name of Property

Historic name Olson's Market
Other names/site number DO09:0557-023
Name of related multiple property listing N/A
(Enter "N/A" if property is not part of a multiple property listing)

2. Location

Street & Number 6115 Maple Street
City or town Omaha State Nebraska County Douglas
Not for publication Vicinity

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 at the following level(s) of significance: national statewide local

Applicable National Register Criteria: A B C D

SHPO/Director 07-29-2013
Signature of certifying official/Title Date
Nebraska State Historical Society
State or Federal agency/bureau or Tribal Government

In my opinion, the property meets does not meet the National Register criteria.

Signature of Commenting Official Date

Title State of Federal agency/bureau or Tribal Government

4. National Park Service Certification

I, hereby certify that this property is:

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

9/3/2013
Signature of Keeper Date of Action

Olson's Market
Name of Property

Douglas County, Nebraska
County and State

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	0	Buildings
_____	_____	Sites
_____	_____	Structures
_____	_____	Objects
1	0	Total

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.)

VACANT / NOT IN USE

7. Description

Architectural Classification (Enter categories from instructions.)

No Style

Materials (enter categories from instructions.)

Principal exterior materials of the property: Brick, Synthetic Roof

Olson's Market
Name of Property

Douglas County, Nebraska
County and State

Description

Summary Paragraph (Briefly describe the general characteristics of the property, such as its location, type, style, method of construction, setting, size, and significant features. Indicate whether the property has historic integrity.)

Olson's Market is located in the heart of downtown Benson, Nebraska a historic neighborhood nine miles northwest of Omaha's Central Business District. Dense single and two-story commercial buildings line the north and south sides of the main commercial thoroughfare, Maple Street, between approximately 59th and 63rd Streets. The single-story Olson's Market building is situated within this core on the south side of Maple Street (historically known as Mayne or Main Street) at the Military Avenue intersection on the west half of block 3, lot 4 of the Halcyon Heights addition. The long axis of the vernacular building runs perpendicular to Maple Street. The immediate neighbors of the Olson's Market building include a two-story brick masonry building to the west and a single-story brick masonry building to the east.

The north half of the building was built in 1917 and has a brick masonry foundation, exterior load bearing masonry walls and wood structural roof framing. In 1934 an addition was constructed to the south that doubled the size of the building. The 1934 addition is constructed with brick masonry foundations, exterior load bearing masonry walls, structural concrete floors and wood structural roof framing. The roof slopes down from the front of the 1917 building towards the south.

Narrative Description (Describe the historic and current physical appearance and condition of the property. Describe contributing and noncontributing resources if applicable.)

EXTERIOR

Primary (North Façade):

The primary (north) façade of the one-bay, single-story building is approximately 19 foot wide and 22 foot tall. Recently, 1963 terra-cotta colored, smooth-faced brick masonry infill, wood timbers and aluminum storefront with a brass finish was removed. The original 1917 dark red, wire cut brick masonry and decorative stone at the original storefront lintel was exposed in addition to the corbeled brick details above. A gable-end, stepped parapet wall with stone coping was reconstructed based on historic photographs along with the outside piers using brick that matched the original 1917 masonry in color and finish. The wood storefront was also reconstructed.

Side (West Façade):

Smooth faced reddish orange brick masonry laid in common or American bond remains unpainted on the west façade. This façade features six window openings. Two of these openings are located in the 1917 building while the remaining four are in the 1934 addition. Openings in the 1917 building are rectilinear in shape and feature one over one double hung wood windows. Openings in the 1934 building are larger modern fixed wood window units. The sills of all window openings are concrete. Basement level windows have been infilled with concrete masonry blocks set back from the face of the masonry façade. Clay tile coping finishes the stepped parapet.

Rear (South Façade):

The painted, common bond brick masonry on the south façade is punctuated by six openings: three openings at the main floor level and three small windows at the basement level. The grade slopes from the east side of the façade approximately two feet below the finished floor height of the main level to four feet on the west end. An overhead garage door opening approximately five foot wide is centered at the main level. Two rectangular windows with concrete sills flank either side of the door opening. The west window is a modern wood unit while the east window retains a historic louver. Basement level windows have been infilled with concrete masonry blocks set back from the face of the painted masonry façade.

Side (East Façade):

Masonry at this façade has also been painted and was laid in a common bond. Two door openings provide access to the main level while four windows provide additional light. Both door openings are located towards the north end of the façade. One is a three foot wide wood entrance door topped with a small wood shingled canopy and the other is a

Olson's Market

Douglas County, Nebraska

Name of Property

County and State

seven foot wide overhead door. Three of the window openings have been infilled with glass block and one opening has been retrofitted with a window air conditioner. There are no basement windows at this façade. Clay tile coping finishes the stepped parapet. Painted signage at the south end of this façade advertise the words "Meat Market" and painted signage adjacent to the three foot wide door indicates the south customer entry with the word "Entrance."

INTERIOR

Basement:

The building has a full basement where materials have been left exposed lending an industrial feel to the space. The 1917 building features exposed masonry foundations, walls and wood structural framing. Large timber columns march down the center of the floor plate dividing the space into east and west structural bays. The columns divide the area into six structural bays in the north south direction. A brick masonry smoker is located along the west wall. In the southeast corner, a wood stair that once led to the first floor has been abandoned and is inaccessible from the first floor.

Prior to the construction of the 1934 addition, the south brick masonry wall was exposed to the exterior and retains two original wood window frames and one wood door frame. When the 1934 addition was constructed, structural concrete was used along with masonry foundations and load bearing exterior walls. There are four square concrete columns supporting the first floor concrete structure. A concrete stair along the east wall leads from the basement to the first floor. The northern two-thirds of the addition are separated from the southern third by a concrete block wall. This wall features two window openings and a door opening. The original steel window remains in one of the openings while the other has been infilled to accommodate an exhaust fan. The door opening also retains its original wood casing. Window openings on the west and south exterior wall have been infilled with concrete block.

First Floor:

The 1917 building and the 1934 addition have distinctively different aesthetics. While the 1917 building exhibits finished surfaces on the floors, walls and ceiling, the 1934 addition is primarily industrial in nature with exposed masonry and concrete finishes. Both building areas are open spaces with few dividing partition walls.

The northern third of the 1917 building is finished with an octagonal mosaic floor tile accented with a black octagonal tile patterned boarder around the perimeter. The floor in the rest of the 1917 building is wood. Walls adjacent to the mosaic tile floor are finished with a white, tile wainscot accented at the top with two thin lines of red tile. Above the tile wainscot, beneath fragmented layers of wallpaper are smooth finished painted plaster walls. Adjacent to the wood floor, walls are a smooth finished painted plaster. A wood base with a rectilinear profile is the only other finish. The entire space features a decorative tin ceiling and cornice. An ornamental tin medallion is centered above the octagonal tile floor. No historic partitions remain and if they did exist they seem to have been temporary since the tin ceiling and associated crown molding is continuous around the entire perimeter of the room. Please see historic photograph on page 23 and existing condition photographs number 6, 7 and 10.

It appears that when the building was constructed in 1917, plans for an addition were already being considered. The owners installed the existing tin ceiling and associated crown molding throughout the entire 1917 building. To divide the sales area from the processing area a temporary wall was constructed (existing condition photographs number 6, 7 and 10) that did not disrupt the tin ceiling. When the 1934 addition was built, the temporary wall was removed and the owner used the entire 1917 portion of the building for sales and packaging. The 1934 addition was utilized for processing.

Two modern restrooms and a mechanical room were constructed in the southwest corner of the 1917 building. The walls of these rooms do not extend to the tin ceiling, stopping two to three foot below it. Finishes in these rooms include painted drywall, wall paper, wood base and linoleum or sheet vinyl flooring. An undated historic photograph (page 23) shows new display cases, a few partial height walls, a suspended acoustic ceiling, fluorescent lighting and a cased opening at the back of the room. This same opening has been infilled and can be seen in the interior existing condition photograph number 9.

Olson's Market

Douglas County, Nebraska

Name of Property

County and State

The only finished area in the 1934 addition is located at the north end directly adjacent to the east entrance. The exterior door opens to an interior hallway with a low drywall ceiling, walls that are a combination of painted drywall and pine bead board. Another door directly opposite the east entrance door opens from the hallway into a small office area. Walls in this area are finished drywall, floors are plywood and the ceiling is finished with 2x4 suspended acoustical panels.

A cased opening in the south wall of the hallway opens to the rest of the 1934 addition. Exterior walls in this space are a combination of painted and unpainted brick masonry. Floors are polished concrete while the ceiling is a finished plaster or drywall. The space is open with the exception of the concrete stair along the east wall that connects the first floor and basement levels. An exposed partial height brick wall surrounds two sides of the open stair.

INTEGRITY AND CONDITION

The Olson's Market maintains a good degree of all seven aspects of integrity: location, design, setting, materials, workmanship, feeling and association.

Location & Setting:

Because the property has not been moved or relocated since its construction, it has retained its integrity of location. In addition, the setting of the Olson's Market still illustrates the physical environment of the historic downtown building in which the property played its historical role.

Design:

The finished nature at the interior of the 1917 building reflects the use of the space as a retail business while the industrial nature at the interior of the 1934 addition and the basement speak of the functional needs of a meat market. The relationships between these spaces reflect of a conscious design decision determined by the property's use and needs.

Materials & Workmanship:

The physical elements and evidence of the skill needed in constructing a building are apparent throughout Olson's Market. The choice and combination of materials reflect the types of materials and technology available and used in Omaha at the time of its construction. The original brick masonry, wood structural components and cast concrete structural framing and floor slab are still extant and visible, as well as interior floor and wall tile, wood floors and tin ceiling.

Feeling:

Olson's Market still evokes the historic sense of a past period of time. The building brings back memories of holiday preparations and weekday shopping for many Benson residents. This feeling is a result of the amalgamation of the physical features mentioned above when addressing each aspect of integrity (location, setting, design, materials, and workmanship) along with the downtown presence the business had in Benson community. The combination ultimately expresses the evolution of this building within the heart of downtown Benson.

Association:

Because the physical features that convey the historic character of the building over time are still intact, particularly at the interior, the property retains its association with its use and the patriarch who created, shaped and fostered the family business.

FUTURE PLANS

The present owner is attentive to the history of Olson's Market and the legacy of such a long-standing, family-owned Benson business. The owner has decisively committed to a rehabilitation project which will include restoration of the 1917 storefront and missing portions of the masonry veneer which will return the building to its historic appearance. The restoration will utilize extant historic material, physical evidence and historic photographs.

Olson's Market
Name of Property

Douglas County, Nebraska
County and State

The interior will be redeveloped into a brewery. Although the commodity will be different, the building will function much as it did when Charlie Olson operated his butcher shop. The entire basement will be used for storage while brewing equipment will be located on the first floor of the 1934 addition. The first floor of the 1917 building will be renovated into a tasting room. This portion of the building where Charlie Olson once greeted his customers will be the same area where patrons taste and purchase the specialty beers processed in other areas of the building. All historic finishes in the building will be restored, including but not limited to the mosaic floor tile, wood floor, decorative wall tile, plaster walls, ornamental tin ceiling, concrete floors and exposed masonry.

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.)

- 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

(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 a grave.
- D** A cemetery.
A reconstructed building, object, or structure.
- E** A commemorative property.
- F** Less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance

(Enter categories from instructions.)

COMMERCE

Period of Significance

1917-1963

Significant Dates

1917

1934

Significant Person

(Complete if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

A. Borchman & Son

Olson's Market

Douglas County, Nebraska

Name of Property

County and State

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance, applicable criteria, justification for the period of significance, and any applicable criteria considerations.)

Olson's Market is locally significant under Criterion A as a family-owned neighborhood meat market in Omaha, Nebraska. The building is located at 6115 Maple Street in the northwest Omaha suburb of Benson. Constructed in 1917, it was home to a 64-year old family business that served the city during a period of great change in the retail meat industry. Around the turn of the twentieth century, neighborhood meat markets were common throughout the country and a staple of daily life. Later, as mass production changed the industry and more and more suburban grocery stores began to incorporate a meat counter into their business models, the iconic neighborhood meat market dwindled. Olson's Market prospered throughout these phases of industry change.

Added to the importance of this neighborhood meat market is the commitment of the family that owned and operated the business, the Olsons. Charles and his son Oscar's hard work and long standing dedication to other facets of their hometown, in turn makes them (and their business) more important to their community. Olson's Market continues to hold a unique place in the collective memory of Omaha 40 years after closing.

Because it is such a simple vernacular structure, the building is not being nominated under Criterion C. Its historic significance is drawn entirely from its association with the Olson family and the building's life as a quintessential neighborhood meat market, important in the everyday lives of residents and a spot where pride and community commitment was enthusiastically on display. As is typical with many historic buildings, the storefront has been altered but historic fabric found at the primary façade, all secondary facades and throughout the entire interior of the building clearly speak to that legacy.

The period of significance begins in 1917 when Charles Olson constructed the 6115 Maple Street building, and ends in 1963, or fifty years from the present. The property contains one resource for this site inventory, the Olson's Market building, which is contributing and classified as a building.

Narrative Statement of Significance (Provide at least **one** paragraph for each area of significance.)

EARLY FOUNDING OF OLSON'S MARKET

Throughout history, the meat market has been an important part of any community. Social and commercial developments, such as urbanization and a population of people who do not raise and process their own meat, warrant the need for a butcher to use their skills to process a commodity into a product of size and condition to suit a consumer.¹ Around the turn of the twentieth century, the meat market was a constant necessity in daily life. Patrons had to visit more often due to limited food storage facilities in their homes, since most families relied on blocks of ice in their ice box for food refrigeration.

During initial settlement of the United States the first retail businesses in an area combined the sale of groceries and meats. As population centers grew butchers began opening their own shops. These meat markets were retail businesses independent of grocery stores. Although some groceries continued to have meat counters, meat markets focused on the processing and sale of meat while groceries distributed a much wider range of food products.² Prior to the turn of the twentieth century and into the mid-twentieth century, business censuses and city directories classified grocery stores and meat markets (or retail butchers) separately.

When Charles (Charley) Olson opened his Benson business in 1908 it would have been considered a meat market. Olson was a Norwegian immigrant who spent his childhood on farms near Grinnell, Iowa and Artesian, South Dakota.³ Although

¹ (Rixson, 2000)

² (Business Division U.S. Department of Commerce, Bureau of the Census) Appendix B, p 25.03.

³ Charles Theodore Olson was born in Fidjeland, Norway on November 11, 1871 and died in Omaha, Nebraska on July 15, 1964 at the age of 92. Charley left Norway in 1881 when he was 10 with his older brother Ole, older sister Ellen and

Olson's Market

Douglas County, Nebraska

Name of Property**County and State**

his sister Ellen already lived in Omaha with her husband Fred Nelson, family histories say it was the availability of jobs that spurred Charley's move to Omaha in 1895.⁴ Charley took a job at the Omaha Packing Company and learned about the meat business before permanently settling in Benson.

It is unclear why Olson settled in Benson, which was a village separate from Omaha at the time. Located approximately nine miles northwest of Omaha, Nebraska, the community of Benson was originally platted by investor Erastus Benson in 1887. By 1892, 60 houses stood in Benson along with a few businesses including a blacksmith shop, bakery, grocery and saloon.⁵ The population continued to grow to 500 residents by 1900 and many civic improvements were made including street lamps, waterworks, telephone service, a city jail, volunteer fire department and a city newspaper. Such amenities spurred growth. In 1907 Benson officially became a city of the second class with a population of 1,500 residents and was annexed 10 years later by the city of Omaha.

In October of 1908 Olson and Ed Sorenson, his business partner for the next three months, took possession of a previously established business, the Benson Meat Market. They purchased the business from George A. Burr, who made plans to travel to Colorado shortly after the sale.⁶ Burr returned to Benson later and was listed in a 1918 newspaper advertisement as the butcher for Wulff and Sowards Store.⁷

The meat market Olson and Sorenson purchased was located in a wood frame building at 5911 Main Street (today known as 6113 Maple Street). Although the building is no longer standing, it was positioned in the lot directly east of the Olson's Market building (6115 Maple Street). The business operated from the wood frame structure until a single-story brick building at 6115 Maple Street was constructed in 1917. In mid-January 1918, Olson's Market announced the move to the new "modern, sanitary meat market" at 6115 Maple Street.⁸ The new building was home for the family run business for the next fifty-four years. A historic exterior photograph of a portion of the façade can be found in the John S. Savage Collection at the Durham Western Heritage Museum in Omaha, Nebraska.⁹

A FAMILY-RUN NEIGHBORHOOD MEAT MARKET

Early in its history, the meat market was known as the Benson Meat Market, Olson's Meat Market, C.T. & Son and later simply Olson's Market. Regardless of the name, it was a family enterprise with Charley's sons, Oscar, Carl and Arthur eventually joining the firm.¹⁰ Oscar, the eldest son, graduated from Benson High School in 1914 and attended Creighton University seeking a law degree. After finishing one year, Charley offered Oscar a full partnership in the meat market and Oscar left school.¹¹ In 1915 Charley expanded his business interests by opening a Ford Motor agency in Benson and left the daily management of the meat market to his sons.¹² It is unclear exactly when Charley retired completely from the meat market, but regardless it was a family run business he was extremely proud of.

mother, Julia. His father Torje Olsen died of pneumonia in 1874. Upon arriving in the United States they traveled to Grinnell, Iowa to live with his Uncle Andrew, a brother of his mother.

⁴ Charley's older sister Ellen and her husband Fred lived at 38th and Hamilton, Omaha, Nebraska. Fred owned a nearby meat market.

⁵ (Mead & Hunt, 2002) p 13.

⁶ (Benson Times, 1908)

⁷ (Benson Times, 1918)

⁸ (Benson Times, 1918)

⁹ (Savage, Benson Commercial Club) The following online link to the collection may also be used:

<http://durhammuseum.contentdm.oclc.org/cdm/singleitem/collection/p15426dc/id/4392/rec/2> Benson Commercial Club, October 1, 1940. Olson's Market is pictured at the left.

¹⁰ Charley and Emma Matilda Swanson (Tilly) were married in 1893 and had four children. Oscar Leonard Olson was born on April 17, 1895 and passed away on Aug. 7, 1985 at the age of 90. Carl Olson was born February 1, 1897 and died in 1960. Arthur was born October 19, 1902 and died in 1997. Lillian Matilda was born April 16, 1917 and died in 2004.

¹¹ (Sundell) p 71.

¹² (Sundell) p 17.

Olson's MarketDouglas County, Nebraska**Name of Property****County and State**

The Olson's activity in their community speaks to the family's commitment to their hometown and helps reinforce the important place the meat market had as a business mainstay. In some instances it meant helping to improve the physical aspects of Benson, such as co-heading a delegation asking the Omaha City Council for granite pavement repairs along Benson's main streets.¹³ In other instances it was to support the community's success such as displaying the Benson High School 1920 boys' state basketball championship trophy in the market's showcase window or the well-being of community members by serving as a location for the Omaha-Douglas County mobile chest X-ray unit.¹⁴

Both Charley and Oscar were involved in other enterprises. Charley served as director of the Farmers and Merchant Bank and Oscar served on the Board of Directors for the Douglas County Bank. Oscar was "instrumental in obtaining the establishment of the Benson Post Office."¹⁵ Other business and community organizations where the men were involved included the Board of Meat Dealers, Benson Commercial Club, Masonic Lodge, Scottish Rite, Shriners, Ad-Sell Club, Noon Day Club, Swedish Lutheran Church which later merged with the Augustana Lutheran Church, Luther Memorial Lutheran Church, the Red Cross and Heart Fund. Their activity in these Benson and Omaha based businesses and organizations further reinforce their constant commitment to their neighborhood and city.

This family commitment to community continued beyond Charley and Oscar. In the mid-1950s the Olson family ventured into another business, the Hobby Center, owned and operated by Oscar's son Oscar (Olie) L. Olson, Jr.¹⁶ Olie was also extremely active in community development endeavors. He led a 1970s renovation of the Benson downtown district, and headed a number of organizations including the Benson Commercial Club, the Benson Improvement Committee and Benson Inc., a non-profit focused on home stabilization in the area.¹⁷

The community standing of the Olson family is further reflected in a 1963 local newspaper article. The article focused on the Olson family. The newspaper "in observance of the Golden Jubilee of Retailing, selected the Olsons as representative of the hundreds of area retailers, both large and small, who have, and are, making major contributions to the civic well-being of their community as well as playing major roles in the commercial life of the area."¹⁸

CHANGES IN THE RETAIL MEAT INDUSTRY

In 1934, Olson's Market was granted a building permit from the city of Omaha to build a brick addition at the rear of the building. The addition replaced a number of separate wood frame structures previously used for chicken coops. A. Borchman & Son had the general contract in the amount of \$5,000.¹⁹ An early interior photograph shows a freshly washed concrete floor, exposed brick walls, overhead wood garage doors and chicken coops around the perimeter.

The square footage and building materials used in the construction of the addition illustrate the scope of specialized work undertaken at a meat market as compared to a grocery store. A grocery store dedicates most of its square footage to the sales floor and storage of goods. There are a number of long standing Omaha grocery stores that speak to this distinction such as Marino's Grocery, Bakers, Newman's, Louis Market and Wohlner's (National Register #10000759).²⁰ In contrast, the meat market dedicates most of its square footage to the butchering and processing of meat. The size of the addition doubled the building's footprint and the use of such industrial materials as brick and concrete, clearly speak to its use as a staging and meat processing area.

¹³ (Omaha at a Glance, 1920)

¹⁴ (Want Chest X-Ray? Go to 6115 Maple Street, 1965)

¹⁵ (Olsons Typify Benson Retailing Spirit) p 38.

¹⁶ The Hobby Center was located at 6111-13 Maple Street is not included in the Olson's Market nomination at this time. The business opened in 1954 and operated until it was sold in 1988. Omaha city directories indicate the Hobby Center never occupied the Olson's Market building at 6115 Maple Street.

¹⁷ Benson High School Alumni Association Hall of Fame Biography

¹⁸ (Olsons Typify Benson Retailing Spirit) p 1.

¹⁹ (Building Permit, 1934)

²⁰ Louis Market located at 5718 Northwest Radial is a long operating grocery store in Benson. When it first opened in during the 1940s it was advertised as Omaha's premier store selling fruit and liquor.

Olson's Market

Douglas County, Nebraska

Name of Property

County and State

As meat processing became an automated industry and more and more suburban grocery stores began to incorporate a meat counter into their business models, the number of stand-alone meat markets began to decrease. By the 1930s the consolidation of grocery and meat market businesses was so pronounced that trade studies compiled by the U.S. Department of Commerce in the 1930s discussed the issue at length since it greatly impacted understanding how food and commodities were packaged, sold and distributed.²¹ Analysis from the 1948 United States Census of Business state that "over the last 20 years the number of grocery stores selling fresh meat has nearly doubled...(and)...is related to the decline in the number of meat markets or butcher shops during the same period. In 1929, meat markets numbered 43,788; by 1939 the number had dropped to 35,630 and in 1948 there were only 24,242 such stores."²² By 1948 Omaha city directories did not differentiate between a grocery store and a meat market, a local example of mass production's impact and business consolidation happening throughout the country. "Two decades after the war's end, shopping for meat had become a completely different experience. Rather than patronize small butcher shops located a short walk from home, Americans drove to large diversified food stores. The typical way to shop for meat in the early 1960s was at self-serve cases located in large supermarkets, a completely different practice than thirty years before."²³

Well-known chain operations such as the Basket Store were opening in Omaha by 1915, and although the growth of the chain store in Omaha was slow, by 1942 there were 27 Hinky Dinky Stores, 21 Safeway Stores and 6 Skaggs Stores. In Benson, the Basket Store and O.P. Skaggs were the earliest. Despite the continued rise of suburban grocery chain stores supplied with mass produced and processed meats in the mid-twentieth century, Olson's Market continued to be a main stay in the community.

The firm's ability to supplement the sale of what became mass produced meats during the 1930s, 40s and 50s with specialized products enabled them to transition into a specialized retail business. Olson's shop manufactured its own sausage and ready-to-eat meat so they "could provide things that the mass producers can't because it's not practical for them."²⁴ Throughout the 1960s Olson's proudly advertised their old-country, home-made sausages, ready-to-eat meats, delicate-flavored breakfast sausages and barbecued ribs.²⁵ Such advertisements differentiated the family-run business from the chain grocery store meat counter. The specialty meat products offered by Olson's Market helped make Benson a distinctive place to shop and kept them in business during a time when many others closed their doors. Today many Omaha residents still associate holiday dinner preparations with a trip to Olson's Market.

In 1963 the storefront of the 6115 Maple Street building was modified to match the adjacent building at 6111-13 Maple Street where Oscar's son, Olie Olson's Hobby Center was located. In 1961, Olie dramatically renovated the exterior of the 6111-13 Maple Street building to feature "charming and warm Old English Architecture complete with quaint paneled windows, coach lamps and roughhewn timbers."¹ It is unclear why Oscar waited two years to renovate the Olson's Market storefront. Historic exterior photographs of the façade can be found in the John S. Savage Collection at the Durham Western Heritage Museum in Omaha, Nebraska.²⁶

OLSON'S CLOSING

64 years after opening, Olson's Market merged with a South Omaha family business, Stoysich House of Sausage.²⁷ The impetus for the sale was the retirement of brothers Oscar and Arthur. At the time, both men were in their 70s. A local

²¹ (United States Bureau of the Census. Charles F. Beach, John Guernsey, 1934) p 4.

²² (Business Division U.S. Department of Commerce, Bureau of the Census) p 9.

²³ (Horowitz) p 142.

²⁴ (Olsons Typify Benson Retailing Spirit) p 38.

²⁵ (Advertisement, 1962)

²⁶ (Savage, Downtown Benson) The following online links to the collection may also be used:

<http://durhammuseum.contentdm.oclc.org/cdm/singleitem/collection/p15426dc/id/4745/rec/2> Street façade renovation at 6111-13 Maple Street in 1960. Olson's Market pictured at right showing façade was not included in renovation.

<http://durhammuseum.contentdm.oclc.org/cdm/singleitem/collection/p15426dc/id/5393/rec/1> Street façade renovation at 6115 Maple Street. January 1, 1963.

²⁷ In 1961 founders Rudy and Rita Stoysich decided to go into the specialty sausage making business. The couple took over Herek's Grocery Store at 2532 South 24th Street in Omaha and began making their own homemade sausages. The Stoysich

Olson's Market

Douglas County, Nebraska

Name of Property

County and State

newspaper noted, "two family businesses have come together in Benson to create a merger of Swedish and Hungarian traditions." The same article goes on to further state, "the Stoysich name is to South Omaha what the Olson name is to Benson (north Omaha). The Olson name has been a trademark in Benson... (with)...four generations of Benson residents reared on the Olson's meats."²⁸

Stoysich kept the Olson name from 1972 until 1976 when it was changed to Stoysich House of Sausage. The company continued to solely occupy the building until 1980 when it began to share space with a health food retailer and bakery. Two years later the Stoysich family closed the location and the Thiessen Meat Market opened in the bakery's shared space. This relationship lasted only two years, and from 1985 onward the building has been home to many different businesses.

OTHER EARLY OMAHA MEAT MARKETS

When Charlie Olson opened his business in 1908 the local newspaper notes there were three other meat markets in the Benson.²⁹ Advertisements indicate those businesses were Wulff Brothers where Fred Balster was the butcher, Peter A. Welch, and William Duve at North Side Meat Market (a map on page 27 illustrates where these businesses were located). Seven years later Benson could boast eight groceries and three independent meat markets, Wulff Brothers, William Duve and Olson's.³⁰

In Omaha there were a number of meat markets operating when Olson first opened his Benson business in 1908. Omaha City Directories list approximately 120 meat markets in 1908 (Benson and surrounding communities not yet annexed into Omaha are not included in this number). Throughout the next few decades the number would fluctuate with 78 in 1918, 138 in 1928 and 187 in 1938. The locations of these markets have been mapped and are included on pages 28-30. Because the city of Omaha began combining Meat Market and Grocery Store business categories in city directories in the early 1940s, it is unclear how many total traditional meat markets were still in business in the city after the 1930s.

Although a number of these businesses continually operated during the first half of the twentieth century, most changed addresses multiple times during this period as they grew or the surrounding market changed. Therefore they were not able to establish the longevity of a neighborhood meat market like Olson's did. The Central Market, operated by the Kulakofsky family is one such firm. They started as a small meat market but as they grew they moved from neighborhood to neighborhood finding larger and larger spaces to accommodate larger and larger space needs and distribution areas. Olson's will forever be associated with the neighborhood they first opened their doors to.

City Directory research indicates there were only ten businesses that operated from the same location for at least four decades throughout the early and mid-twentieth century (specifically between 1890 and 1960).³¹ These are illustrated on the enclosed map on page 31. Three of these businesses remained in the same location, but were operated by multiple, unrelated proprietors. Five businesses were located in buildings that are no longer extant.³²

Only two neighborhood meat market buildings in Omaha are still extant. These firms were Olson's and Zeleny's Meat Market at 5407 South 21st Street. Zeleny's Market was founded in 1893 by Joseph Zeleny on South 21st Street in a

family also own another Omaha meat market, Frank Stoysich Meats. Originally founded in 1949 as Tom's Market by Rudy's father, Thomas Stoysich, the business was sold to one of Tom's other sons, Frank, Sr. and changed names. It is now run by Tom's grandson Frank, Jr. After a 1986 fire damaged the original retail store, the building was demolished and a new larger retail store was constructed.

²⁸ (New Olson Owners to Add More Sausage Specialites, 1972)

²⁹ (The Benson Times, 1908)

³⁰ By 1934 there were three independent meat markets in Benson; Olson's, Wulff's Store and Louis Larsen. Within the next ten years, Wulff's closed their meat market and two new shops opened.³⁰ These new businesses closed by the late 1930s, as did Larsen's.

³¹ Numerous histories and past government trade studies discussing meat distribution, indicate massive changes to the industry began around the turn of the twentieth century through the 1950s. For this study, the same time period was used to compare Omaha neighborhood meat markets.

³² Of the five, three were operated and identified by multiple, unrelated proprietors.

Olson's Market

Douglas County, Nebraska

Name of Property

County and State

neighborhood that was at the time predominantly Czech.³³ The market was operated by Joseph's sons until it closed in the 1960s. A recent photograph of the building is included on page 32.

CONCLUSION

Nominated under Criterion A, the Olson's Market is an important neighborhood meat market in Omaha, Nebraska. Although there were a number of meat markets in Omaha during this great change in the retail meat industry, what makes Olson's Market distinct is that it was operated by the same family in the same location for 54 years and in the same community for 64 years. Olson's Market was a staple in the daily life of Benson residents for over half a century. It was a quintessential neighborhood meat market and a fixture on the community's main street.

The longevity of the family's business and dedication to their community was a direct reflection of the Olson family's desire to meet and exceed their customers' needs and make their neighborhood a great place to live and shop. Even after mass production and chain grocery stores began to change the meat market's place in the daily lives of the city's residents, Olson's was known from "miles around" and added something distinct to the Benson shopping experience with its specialty meats.³⁴ 40 years after the family-run business closed, Olson's Market still holds a special place in the collective memory of its community.

9. Major Bibliographic References

Bibliography (Insert bibliography here – cite the books, articles and other sources used in preparing this form.)

Benson Times 31 October 1908: 1.

Benson Times 24 October 1908: 1.

Benson Times 25 January 1918.

Benson Times 24 October 1907.

Benson Times 7 November 1908.

A Brief History of the U.S. Meat and Livestock Industry. Colorado Springs, CO: Meat Industry Magazine and the National Live Stock and Meat Board, 1980.

"Advertisement." Omaha World Herald 25 April 1962.

"Advertisement." Omaha World Herald 25 April 1962: 40.

"Advertisement." Benson Times 11 January 1918.

"Advertisement." Benson Times 18 January 1918.

"Advertisement: Olson-Wiley Motor Co." Benson Times 18 May 1817.

"Baist Real Estate Maps." n.d.

"Bank Elects Harvey Chairman." Sunday World Herald 9 February 1975: 52.

"Beautification Winners." Omaha World Herald Evening Edition 9 January 1963: 18.

Benson City Directory. 1912.

Benson City Directory. 1914.

Benson City Directory. 1915.

"Benson Commercial Club Names Top Businessmen." Omaha World Herald 18 January 1978: 6.

"Brown Park Retains Czech Flavor of Earlier Days." Omaha World Herald Sunday Edition 24 June 1956: 26.

"Building Permit." Omaha World Herald 18 February 1934: 24.

Business Division U.S. Department of Commerce, Bureau of the Census. United States Census of Business 1948. Volume 1: Retail Trade-General Statistics, Part 1. Washington D.C.: United States Government Printing Office, 1952.

—. United States Census of Business 1948. Volume II: Retail Trade-General Statistics, Part 2 and Merchandise Line Sales Statistics. Washington D.C.: United States Government Printing Office, 1952.

Citron, Peter. "45 Varieties of People Stuffers." Omaha World Herald 17 November 1972: 51.

³³ (Brown Park Retains Czech Flavor of Earlier Days) p 26.

³⁴ (Committee, 1988) p 47.

Olson's Market

Douglas County, Nebraska

Name of Property

County and State

Committee, Benson Centennial Book. Benson, Nebraska: From Buffalo Pasture to City. Marceline, MO: Walsworth Publishing Company, 1988.

"Death Comes to C.T. Olson: Founder of Market in Benson in 1908." Omaha World Herald, Evening 16 July 1964: 41.

"Hobby Center's Grand Opening." Omaha World Herald 3 August 1961: 6.

Horowitz, Roger. Putting Meat on the American Table: Taste, Technology, Transformation. Baltimore: John Hopkins University Press, 2006.

Mayo, James M. The American Grocery Store: The Business Evolution of an Architectural Space. Westport, Connecticut: Greenwood Press, 1993.

Mead & Hunt. Reconnaissance Survey of Selected Neighborhoods in Omaha, Nebraska: Nebraska Historic Buildings Survey. Omaha: City of Omaha, Omaha City Planning Department, Omaha Certified Local Government and the Nebraska State Historical Society, 2002.

"Memories of the Jewish Midwest Mom and Pop Grocery Stores: Omaha, Lincoln, Greater Nebraska and Southwest Iowa." Journal of the Nebraska Jewish Historical Society. Volume 14 (2011).

"New Olson Owners to Add More Sausage Specialites." The Benson Sun 8 June 1972: 14.

"Obituary - Oscar L. Olson, Jr." Omaha World Herald 21 July 2008.

"Olson & Clark Hobby Center." Omaha World Herald 28 May 1954: 40.

"Olsons Typify Benson Retailing Spirit." The Benson Sun 3 October 1963: 1 and 38.

"Omaha at a Glance." Omaha World Herald, Morning Edition 29 June 1920: 3.

"Omaha City Directories." n.d.

"Plane Contest Set July 28-29." Omaha World Herald 16 July 1979: 22.

Rixson, Derrick. The History of Meat Trading. Nottingham, United Kingdom: Nottingham University Press, 2000.

"Sanborn Fire Insurance Maps." n.d.

Savage, John S. Benson Commercial Club. Durham Western Heritage Museum. Copyright held by the Omaha World Herald, Omaha, Nebraska.

Savage, John S. Downtown Benson. Durham Western Heritage Museum. Copyright held by the Omaha World-Herald, Omaha, Nebraska.

Savage, John S. Downtown Benson. Durham Western Heritage Museum. Copyright held by the Omaha World-Herald, Omaha, Nebraska.

"Saving Grease is Well Worth Effort." Omaha World Herald 18 January 1945: 1.

"Services Monday For Oscar Olson." Omaha World Herald 9 1985 August.

Sundell, Helen Anderson. "Memories for Anne: The Olson Family History." Omaha, Nebraska, 2000.

United States Bureau of the Census. Charles F. Beach, John Guernsey. Fifteenth Census of the United States: Census of Distribution. Retail Distribution (Trade Series). Food Retailing. Washington D.C.: United States Government Printing Office, 1934.

"Want Chest X-Ray? Go to 6115 Maple Street." Omaha World Herald 4 July 1965: 12.

"What Did You Think About That Speech by Roosevelt." Sunday World Herald 5 January 1936: 3.

Previous documentation on file (NPS):

- 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 #
- recorded by Historic American Landscape Survey #

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other (Name of repository)
Omaha Public Library and
Douglas County Historical Society

Historic Resources Survey Number (if assigned): DO09:0557-023

Olson's Market
Name of Property

Douglas County, Nebraska
County and State

10. Geographical Data

Acreage of property Less than 1 USGS Quadrangle Irvington Quadrangle

Latitude/Longitude Coordinates

Datum if other than WGS84: _____

1.	Latitude	<u>41.28489</u>	Longitude	<u>-96.00794</u>
2.	Latitude	<u>41.28489</u>	Longitude	<u>-96.00786</u>
3.	Latitude	<u>41.28455</u>	Longitude	<u>-96.00786</u>
4.	Latitude	<u>41.28455</u>	Longitude	<u>-96.00794</u>

Verbal Boundary Description (Describe the boundaries of the property.)

HALCYON HEIGHTS LOT 4 BLOCK 3 W 1/2 22.5 X 128

Boundary Justification (Explain why the boundaries were selected.)

This includes all of the property historically associated with Olson's Market.

11. Form Prepared By

name/title Christina A. Jansen, Assoc. AIA
organization Alley Poyner Macchietto Architecture date October 2012
street & number 1516 Cuming Street telephone 402-341-1544
city or town Omaha state Nebraska zip code 68102
email cjansen@alleypoyner.com

Additional Documentation

Submit the following items with the completed form:

- **Maps:** A **USGS map** or equivalent (7.5 or 15 minute series) indicating the property's location.
- **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to map.
- **Additional items:** (Check with the SHPO for any additional items.)

Photographs

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels (minimum), 3000x2000 preferred, at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map. Each photograph must be numbered and that number must correspond to the photograph number on the photo log. For simplicity, the name of the photographer, photo date, etc. may be listed once on the photograph log and doesn't need to be labeled on every photograph.

Olson's Market
Name of Property

Douglas County, Nebraska
County and State

Photo Log

Name of Property Olson's Market
City or Vicinity Omaha County Douglas State Nebraska
Photographer Christina A. Jansen Date Photographed August 23, 2012 unless noted otherwise

Description of Photograph(s) and number, include description of view indicating direction of camera.

1. North Façade of Building Looking South. Date photographed July 18, 2013.
2. North Façade of Building Looking Southwest. Reconstructed parapet. Date photographed July 18, 2013.
3. West Façade of Building Looking Northeast.
4. South Façade of Building Looking North.
5. East Façade of Building Looking Northwest.
6. Main Level Interior Looking South.
7. Main Level Interior Looking Northwest.
8. Main Level Interior Northeast Corner of Building Looking Northeast Showing Interior Floor Tile, Wall Tile and Metal Ceiling.
9. Main Level interior looking at south wall between 1917 building and 1934 addition. Note the center recess in the wall. This is visible in the interior photograph on page 23 of the nomination.
10. Main Level ceiling detail. Please note the darker shaded areas do not interrupt or cut through the existing tin ceiling.
11. 1934 Addition Main Floor Interior Looking Southwest.
12. Basement Level Interior Looking Southwest.
13. 1934 Addition Basement Level Interior Looking Northwest.

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.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 100 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 Office of Planning and Performance Management, U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.

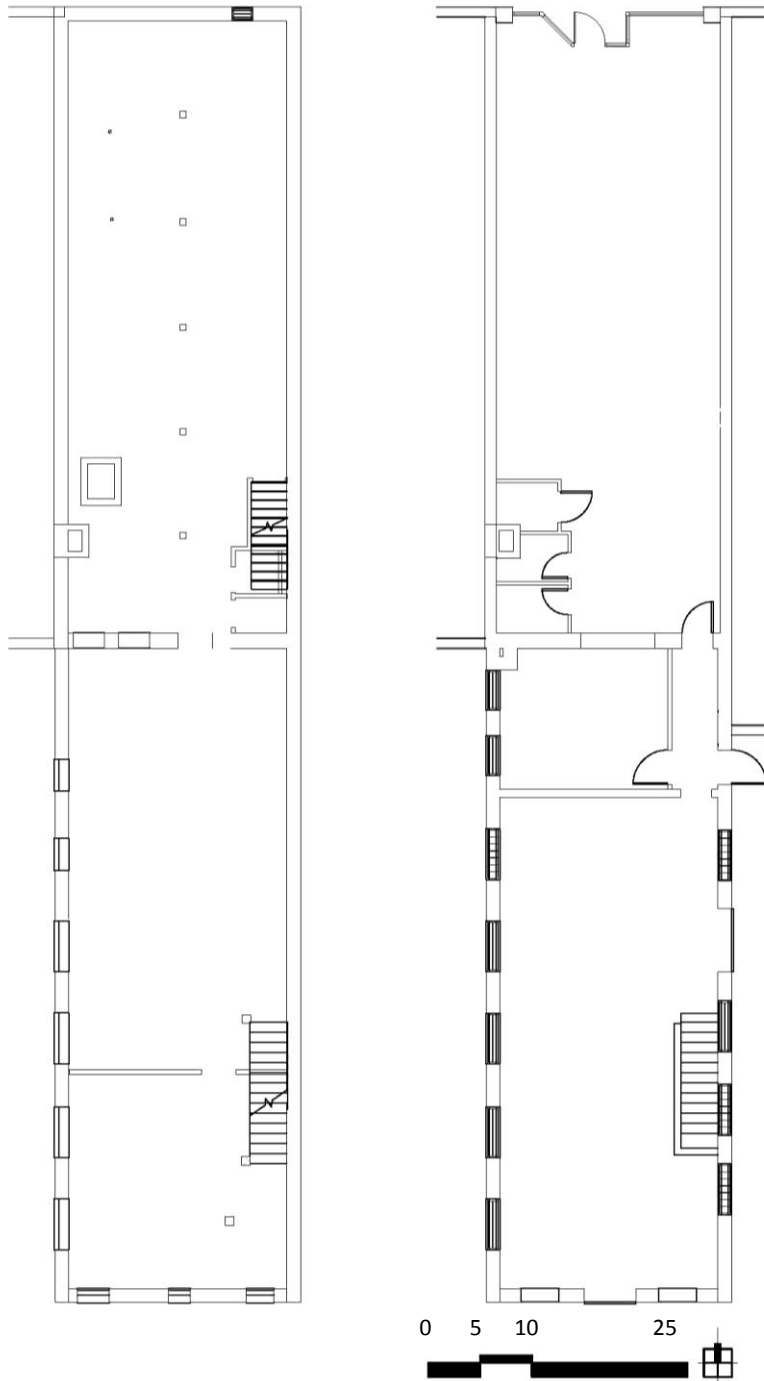
United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Olson's Market
.....
Name of Property
Douglas County, Nebraska
.....
County and State
.....
Name of multiple listing (if applicable)

Section number Additional Information

Page 1



Floor Plans of Olson's Market
Left: Basement Level. Right: First Floor Level

Alley Poyner Macchietto Architecture, 2012.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Olson's Market
Name of Property
Douglas County, Nebraska
County and State
Name of multiple listing (if applicable)

Section number Additional Information

Page 2



Main Street, Benson, Nebraska.
Looking southeast from the intersection of 62nd and Maple Street.
Circa 1910

Photo and permission courtesy of Kristine Gerber

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Olson's Market
.....
Name of Property
Douglas County, Nebraska
.....
County and State
.....
Name of multiple listing (if applicable)

Section number Additional Information

Page 3



Main Street, Benson, Nebraska.
Looking southwest from the intersection of 61st and Maple Street.
Circa 1910

Photo and permission courtesy of Kristine Gerber

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Olson's Market
.....
Name of Property
Douglas County, Nebraska
.....
County and State
.....
Name of multiple listing (if applicable)

Section number Additional Information

Page 4



Olson's Meat Market, circa 1910

5911 Main Street, Benson, Nebraska.
Charles (Charley) Olson pictured at center.

Photo and permission courtesy of Douglas County Historical Society, Omaha, Nebraska.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Olson's Market
.....
Name of Property
Douglas County, Nebraska
.....
County and State
.....
Name of multiple listing (if applicable)

Section number Additional Information

Page 5



Interior of 1934 addition to Olson's Meat Market looking southwest.
Date Unknown

Photo and permission courtesy of Karen Sundell

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Olson's Market
.....
Name of Property
Douglas County, Nebraska
.....
County and State
.....
Name of multiple listing (if applicable)

Section number Additional Information

Page 6



From left Carl Olson, Oscar Olson and two Olson employees.
Date Unknown.

Photo and permission courtesy of Karen Sundell

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Olson's Market
.....
Name of Property
Douglas County, Nebraska
.....
County and State
.....
Name of multiple listing (if applicable)

Section number Additional Information

Page 7



Interior view of Olson's Market. Date unknown.

Photo and permission courtesy of Karen Sundell

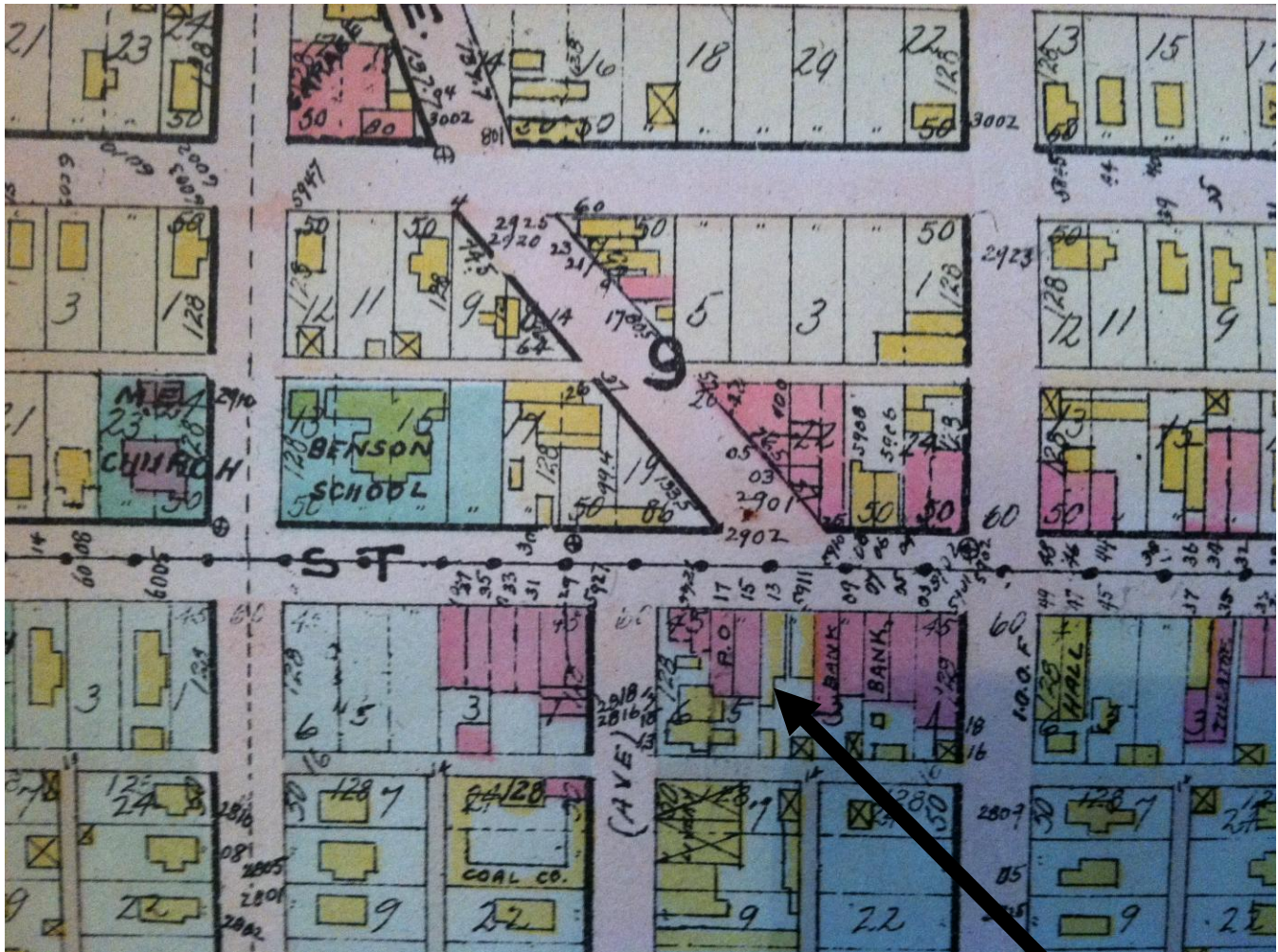
**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Olson's Market
Name of Property
Douglas County, Nebraska
County and State
Name of multiple listing (if applicable)

Section number _____ Additional Information _____

Page 8



1910 Baist Real Estate Map
Intersection of Military Avenue and Main Street (Maple Street)

Arrow indicates location of 5913 Main Street (6115 Maple Street).
To the right of the arrow is 5911 Main Street (6113 Main Street).

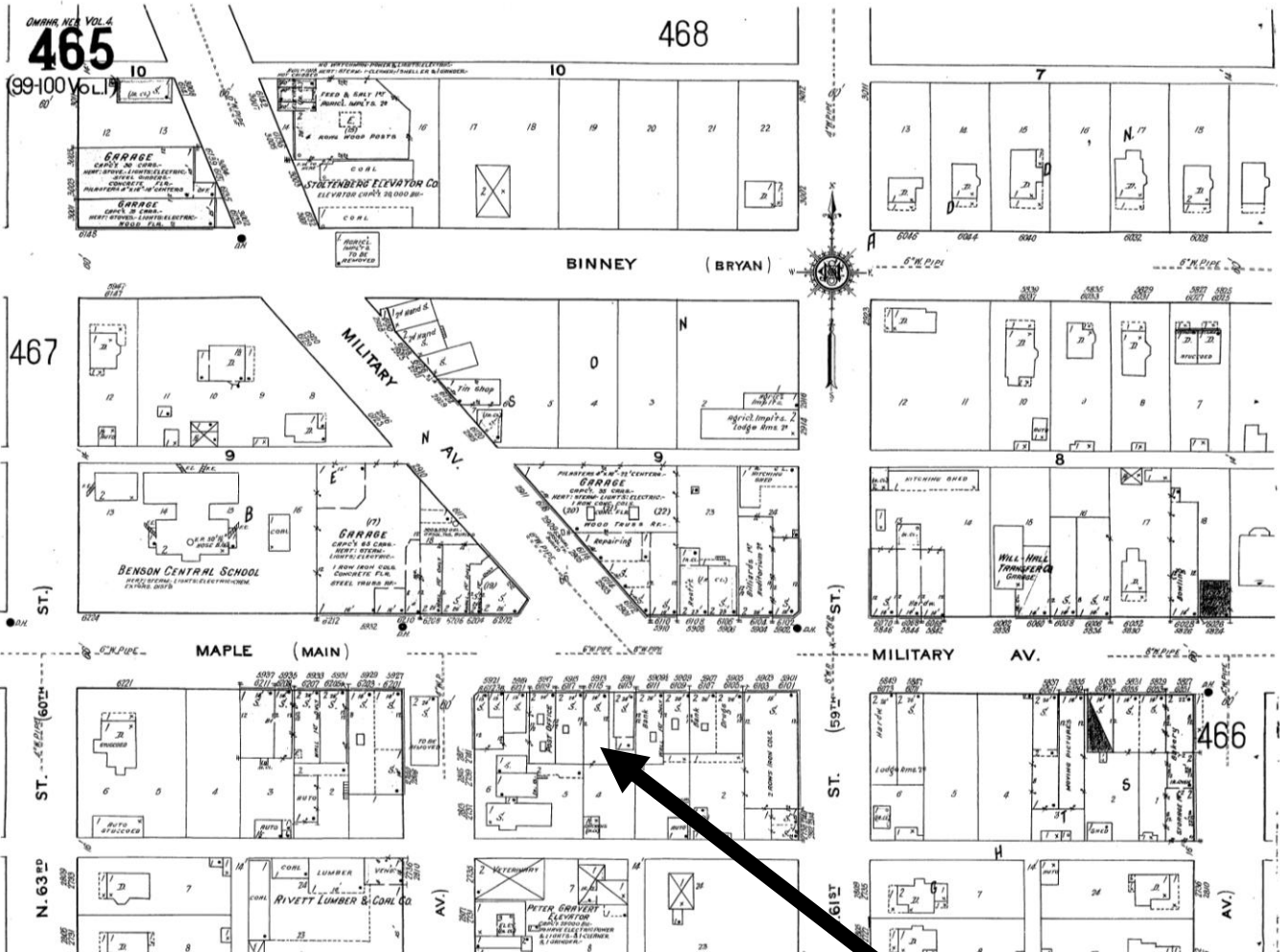
United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Olson's Market
Name of Property
Douglas County, Nebraska
County and State
Name of multiple listing (if applicable)

Section number Additional Information

Page 9



1918 Sanborn Map

Intersection of Military Avenue and Main Street (Maple Street)

Arrow indicates location of 5913 Main Street (6115 Maple Street).
To the right of the arrow is 5911 Main Street (6113 Main Street).

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Olson's Market

Name of Property

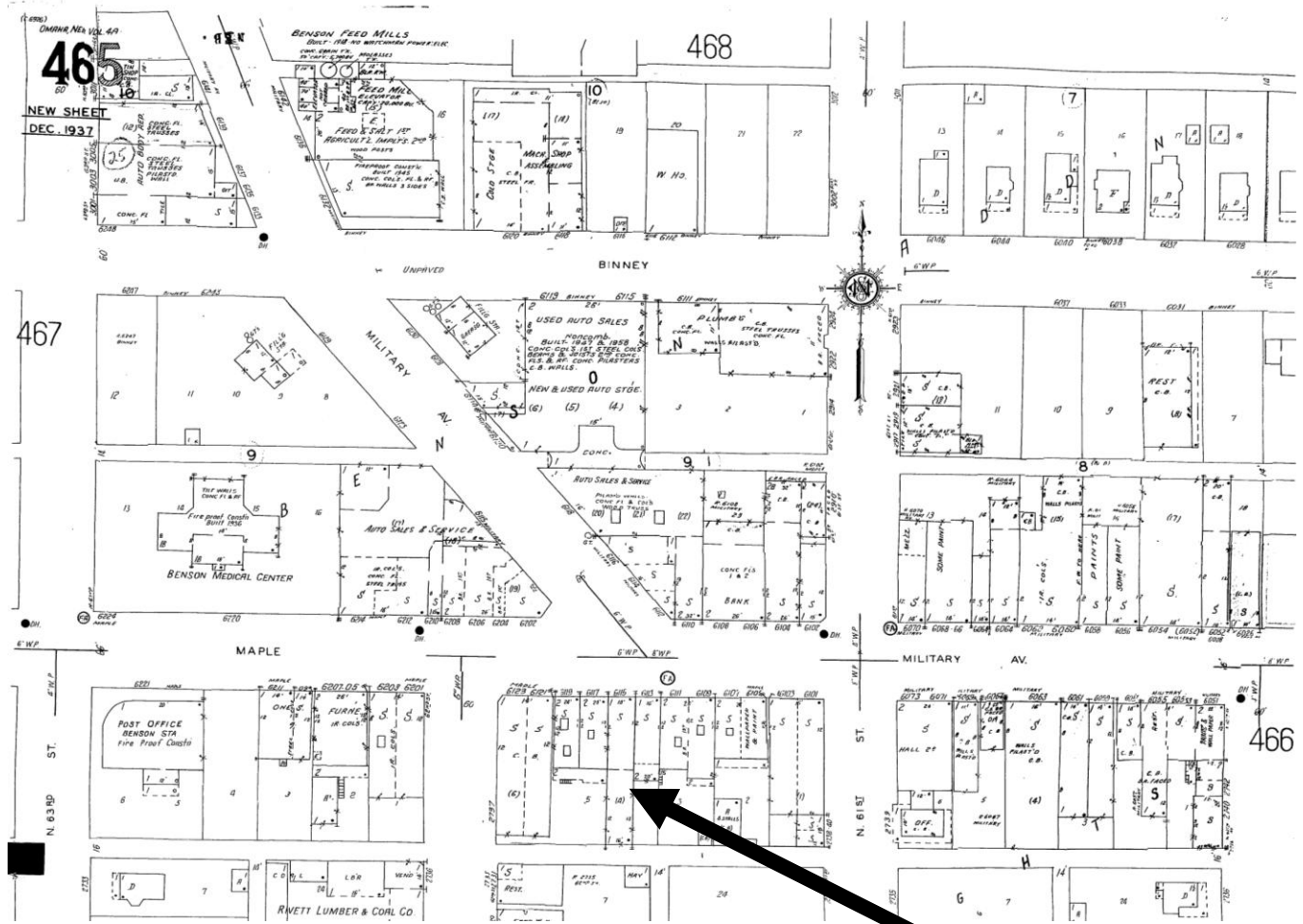
Douglas County, Nebraska

County and State

Name of multiple listing (if applicable)

Section number Additional Information

Page 10



1962 Sanborn Map

Intersection of Military Avenue and Main Street (Maple Street)

Arrow indicates location of 5913 Main Street (6115 Maple Street).
To the right of the arrow is 5911 Main Street (6113 Main Street).

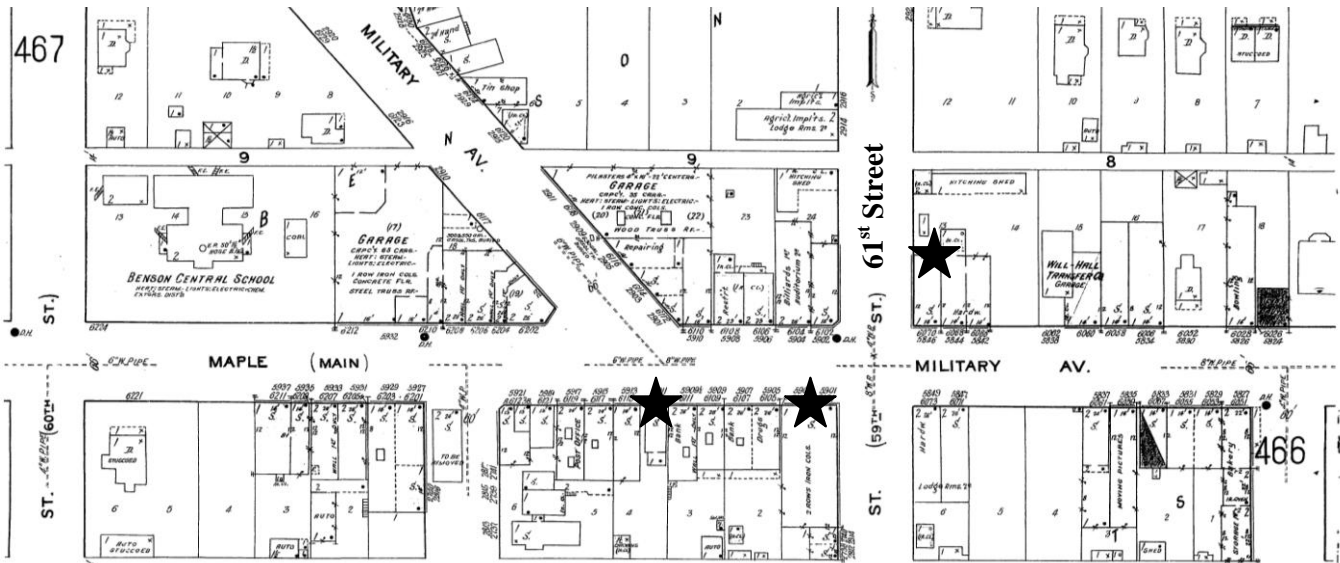
United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Olson's Market
Name of Property
Douglas County, Nebraska
County and State
Name of multiple listing (if applicable)

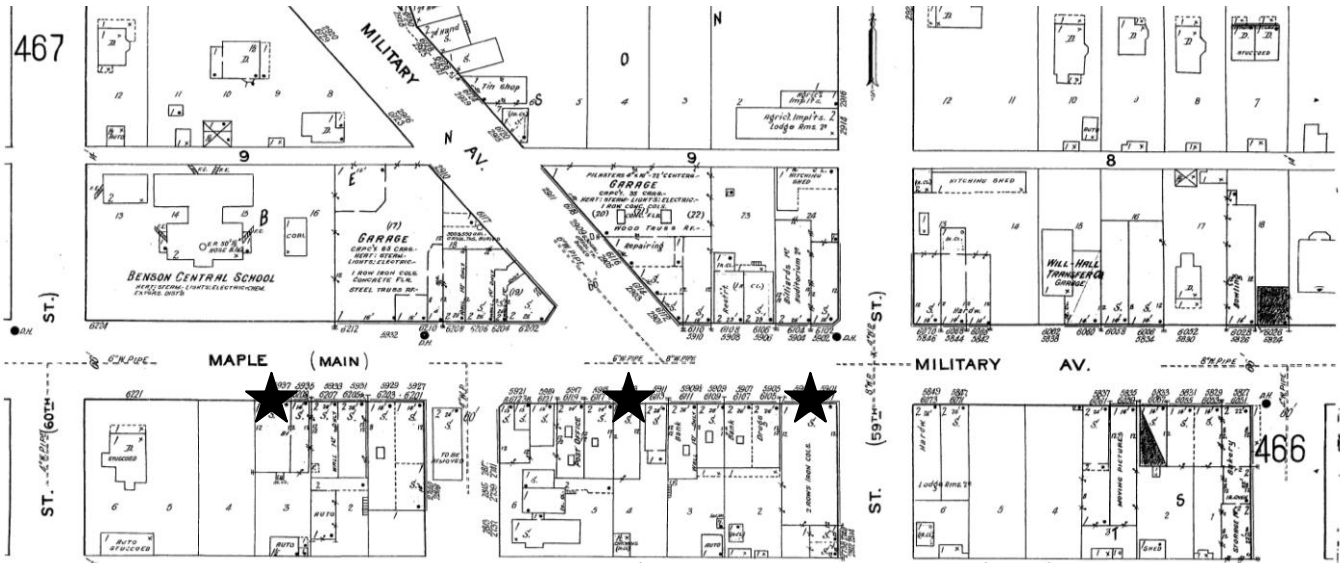
Section number Additional Information

Page 11



1908 Benson Meat Markets (1918 Sanborn Map background)

From Left to Right: Black star symbol indicates location of Benson Meat Market (Chas T. Olson proprietor) at 6113 Maple Street, Wulff & Sowards at 6101 Maple and Peter A. Welch at 6070 Maple. North Side Meat Market (William Duve proprietor) not indicated due to insufficient address (61st and Maple Street).



1918 Benson Meat Markets (1918 Sanborn Map background)

From Left to Right: Black star symbol indicates location of Louis Larsen's Market at 6213 Maple Street, Olson's Market at 6115 Maple and G.A. Burr at 6103 Maple.

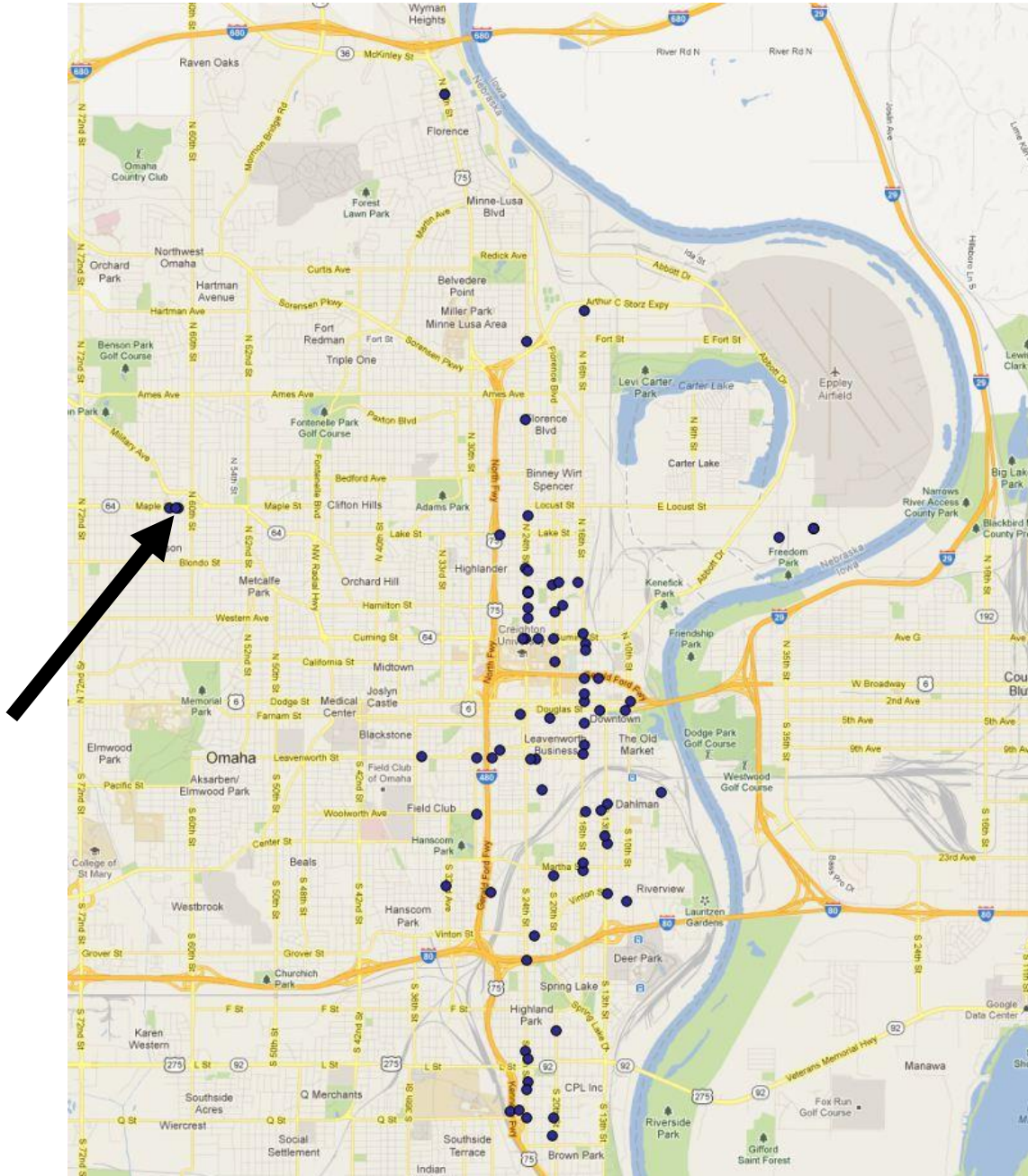
United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Olson's Market
Name of Property
Douglas County, Nebraska
County and State
Name of multiple listing (if applicable)

Section number Additional Information

Page 12



Meat Markets in Omaha, Nebraska in 1918 (2012 Google Maps background).

Shaded circles indicate business locations. Arrow indicates Benson, Nebraska.
Alley Poyner Macchietto Architecture, 2012.

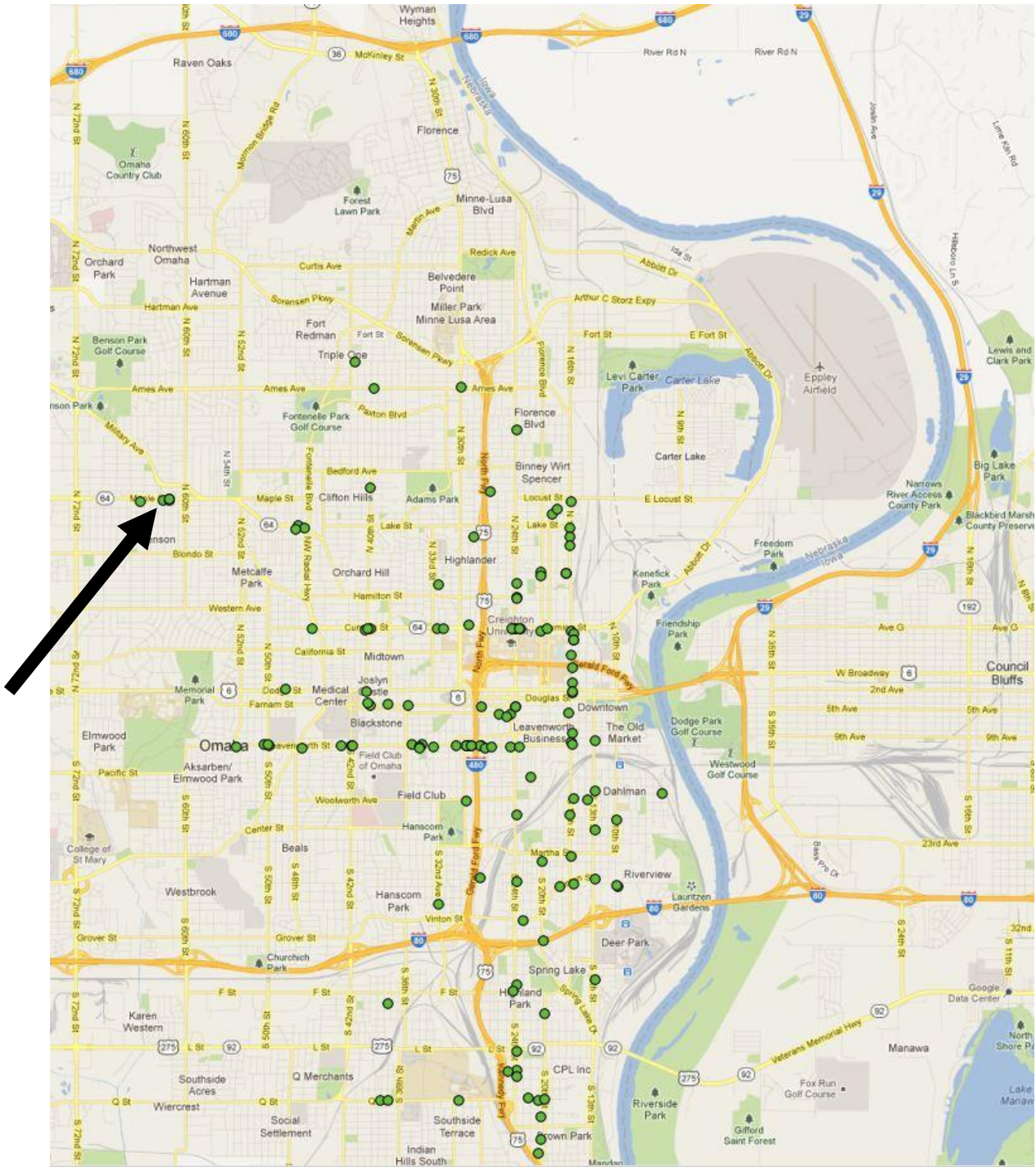
United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Olson's Market
Name of Property
Douglas County, Nebraska
County and State
Name of multiple listing (if applicable)

Section number Additional Information

Page 13



Meat Markets in Omaha, Nebraska in 1928 (2012 Google Maps background).

Shaded circles indicate business locations. Arrow indicates Benson, Nebraska.
Alley Poyner Macchietto Architecture, 2012.

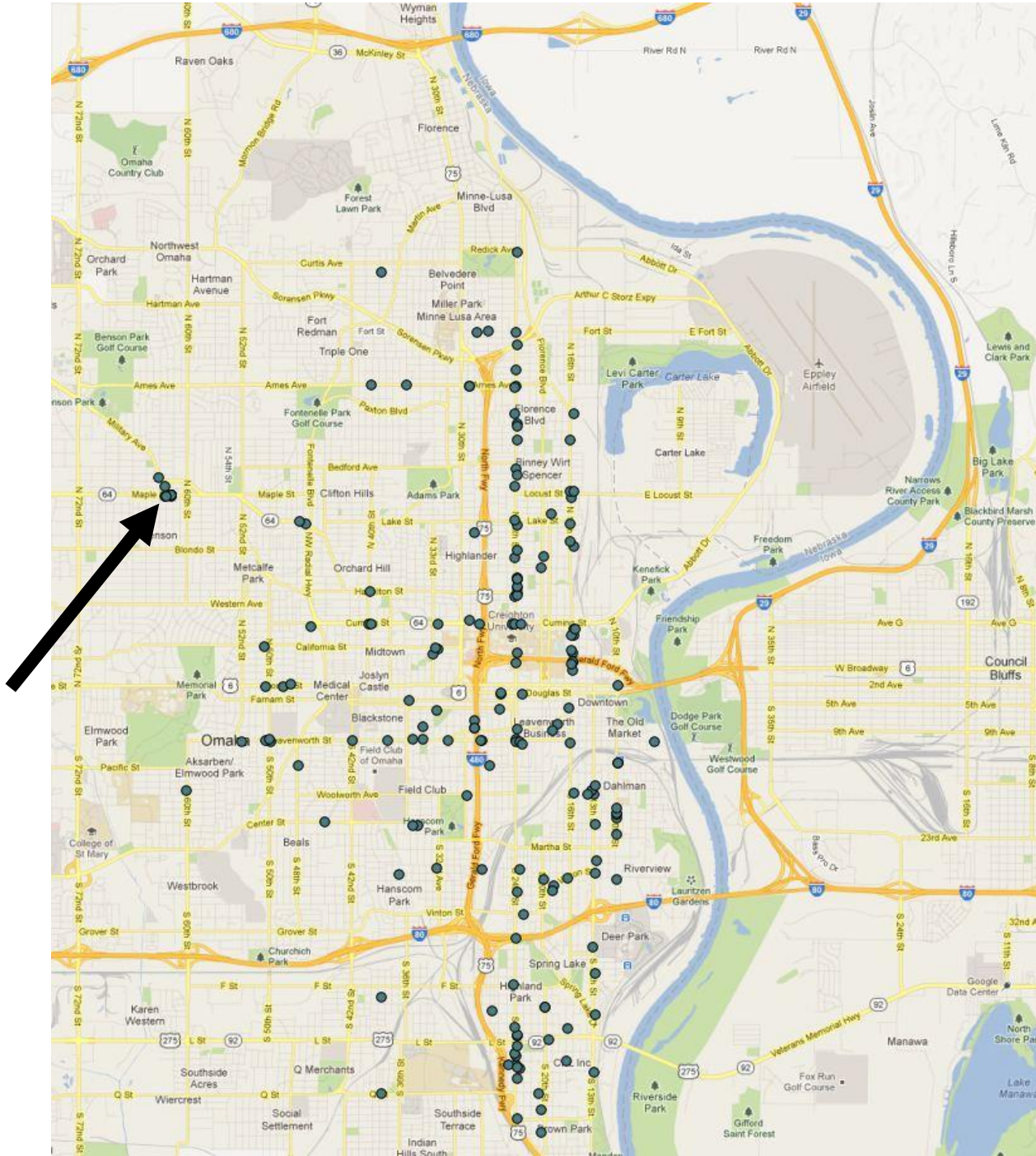
United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Olson's Market
Name of Property
Douglas County, Nebraska
County and State
Name of multiple listing (if applicable)

Section number Additional Information

Page 14



Meat Markets in Omaha, Nebraska in 1938 (2012 Google Maps background).

Shaded circles indicate business locations. Arrow indicates Benson, Nebraska.
Alley Poyner Macchietto Architecture, 2012.

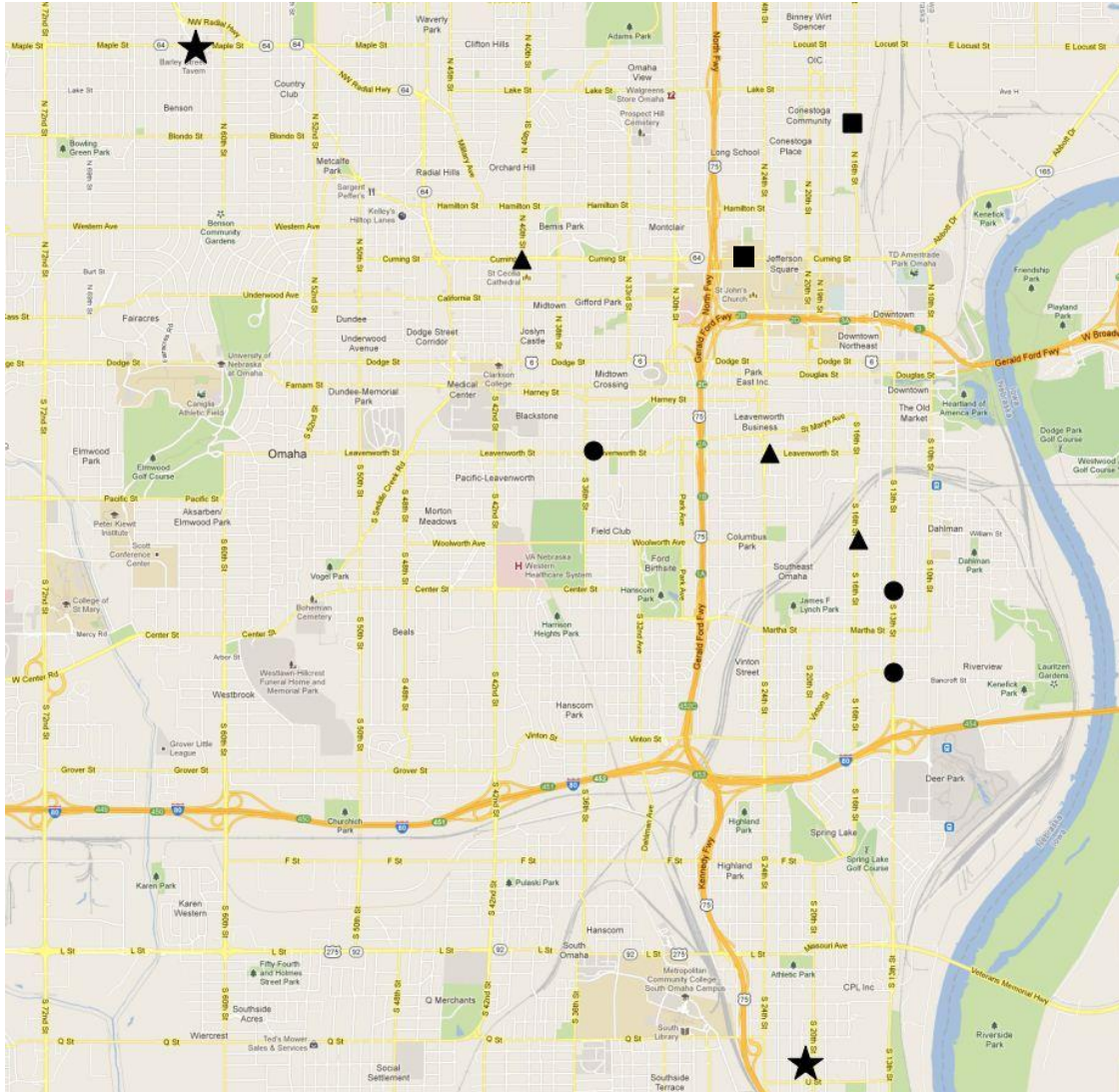
**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Olson's Market
 Name of Property
 Douglas County, Nebraska
 County and State
 Name of multiple listing (if applicable)

Section number Additional Information

Page 15



LEGEND

- ★ Extant building occupied by same meat market proprietor or family
- Extant building occupied by different meat market proprietors
- Non-extant building occupied by same meat market proprietor or family
- ▲ Non-extant building occupied by different meat market proprietors

Meat Markets operated in the same location in Omaha, Nebraska
 for a minimum of 40 years between 1890 and 1960 (2012 Google Maps background).
 Alley Poyner Macchietto Architecture, 2012.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Olson's Market
.....
Name of Property
Douglas County, Nebraska
.....
County and State
.....
Name of multiple listing (if applicable)

Section number Additional Information

Page 16



Zeleny's Market at 5407 South 21st Street
Alley Poyner Macchietto Architecture, 2013

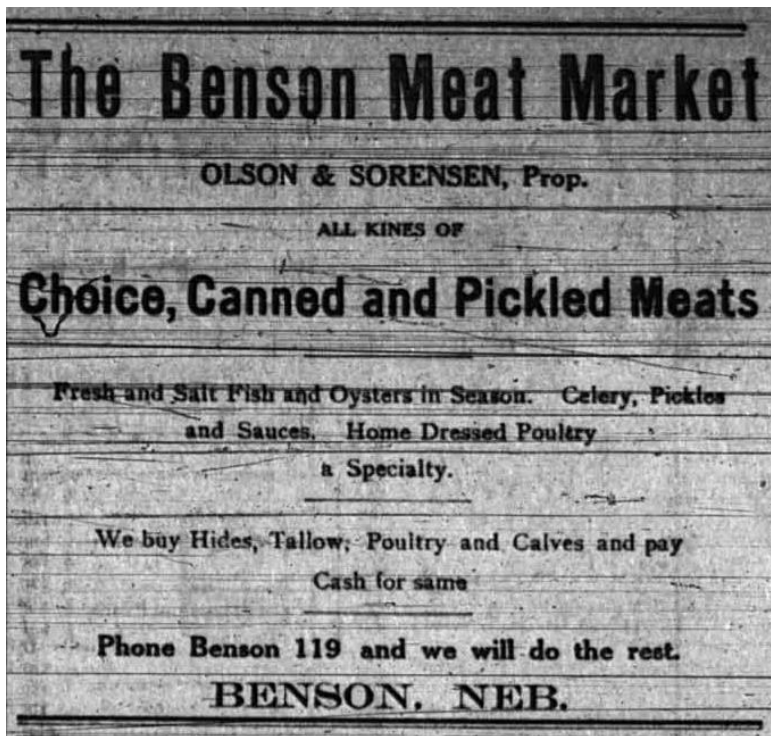
United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Olson's Market
Name of Property
Douglas County, Nebraska
County and State
Name of multiple listing (if applicable)

Section number Additional Information

Page 17



Advertisement

November 7, 1908

Benson Times



Letterhead and permission courtesy of Karen Sundell

Date Unknown

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Olson's Market
Name of Property
Douglas County, Nebraska
County and State
Name of multiple listing (if applicable)

Section number Additional Information

Page 18

.. . Announcement .. .



WE wish to make a public announcement of our removal to our new building adjoining our present location for the first of the coming week and extend a cordial invitation to our patrons and friends to visit Benson's New Modern Sanitary-Exclusive Meat Market. Honest weight and square dealings has made it possible for Olson to succeed in the meat business in Benson. The public demands progressive, sanitary development. When better conditions are necessary, Olson will see that Benson people get them.

"TRY OLSON FIRST"

Further Announcement Next Week.
Up-to-Date Equipment

C. T. OLSON & SON

Stands for Service and Sanitation
PHONE BENSON 119

Advertisement

January 11, 1918
Benson Times

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Olson's Market
Name of Property
Douglas County, Nebraska
County and State
Name of multiple listing (if applicable)

Section number Additional Information

Page 19

Public Announcement of Our Removal to Our New Building adjoining present location. The public demands progressive, sanitary development, honest weight and fair dealings. In Benson meat market circles the name "Olson" has always stood for these essential requirements. Come in and let us show you. No more Modern Meat Market in the city.

Plumbing and Heating

Are the most essential things for cleanliness and sanitation. We cite the prospective purchaser of good heating and plumbing to the

NEW OLSON BUILDING

**The Vapor Vacuum Heater
Gas Fitting and Plumbing**

...IN THE...

New Brick Meat Market

Together with the Material, was
Installed and Furnished by Us

**Nothing but First Class
Material and Workmanship**

J. H. MARTIG

Good Plumbing--Prompt Service--Satisfied Customers

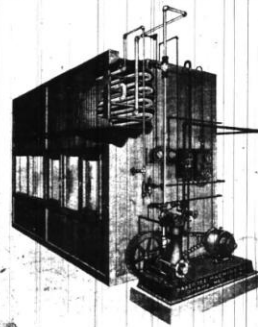
5916 Military Avenue

Phone Benson 140

PERFECT REFRIGERATION

WITH

Baker System



THE NEW

Olson Market

Is Equipped with the

**Baker
System**

of

Refrigeration

"Made in Omaha"

**Which Insures the
Best Meats**

as same are kept in the very best
condition under dry, sweet, cold,
sanitary refrigeration.

**We Make a Specialty of Refrigerator Plants Designed to
Meet the Requirements of the Market and Grocery Man**

Baker Ice Machine Co.

Factory and Office

19th and Nicholas Sts.

OMAHA, NEBRASKA

We Recommend to Our Patrons

"Puritan Hams and Bacon"

They are more than a mere commodity with us. Puritan quality is our proudest achievement and upon this standard we prefer to be judged as purveyors of choice foods to the American people.

**PURITAN
HAMS AND BACON**

When you buy ham and bacon, be sure to insist upon PURITAN.

"The Taste Tells"

The Gudahy Packing Co.

C. B. Liver & Co.

OMAHA, NEBRASKA

Have furnished the New Olson Meat
Market with Up-to-Date

**MEAT COOLER and
DISPLAY MEAT CASE**

C. T. OLSON & SON

Modern, Sanitary Meat Market

Phone Benson 119

Military Avenue and Main Street

(Benson) Omaha, Nebraska

Advertisement

January 25, 1918

Benson Times

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Olson's Market
.....
Name of Property
Douglas County, Nebraska
.....
County and State
.....
Name of multiple listing (if applicable)

Section number Additional Information

Page 20

**You Haven't Tasted Real
SAUSAGE**

until you've tried the old-
country, home-made sausage
from

**OLSON'S
MARKET**

6115 Maple—Benson

Bohemian, German, Polish,
Scandinavian Recipes
made by experts.

TRY SOME! DELICIOUS!

Try Olson's
Home-made Wieners
Ready-to-eat Meats
Delicate-flavor Breakfast
Sausage
Barbecued Ribs
Steaks, Chops, Roasts, too!

FREEZER BEEF
Packaged for your freezer.

Advertisement

April 25, 1962

Omaha World Herald, Evening Edition, p. 40.

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Olson's Market

Name of Property

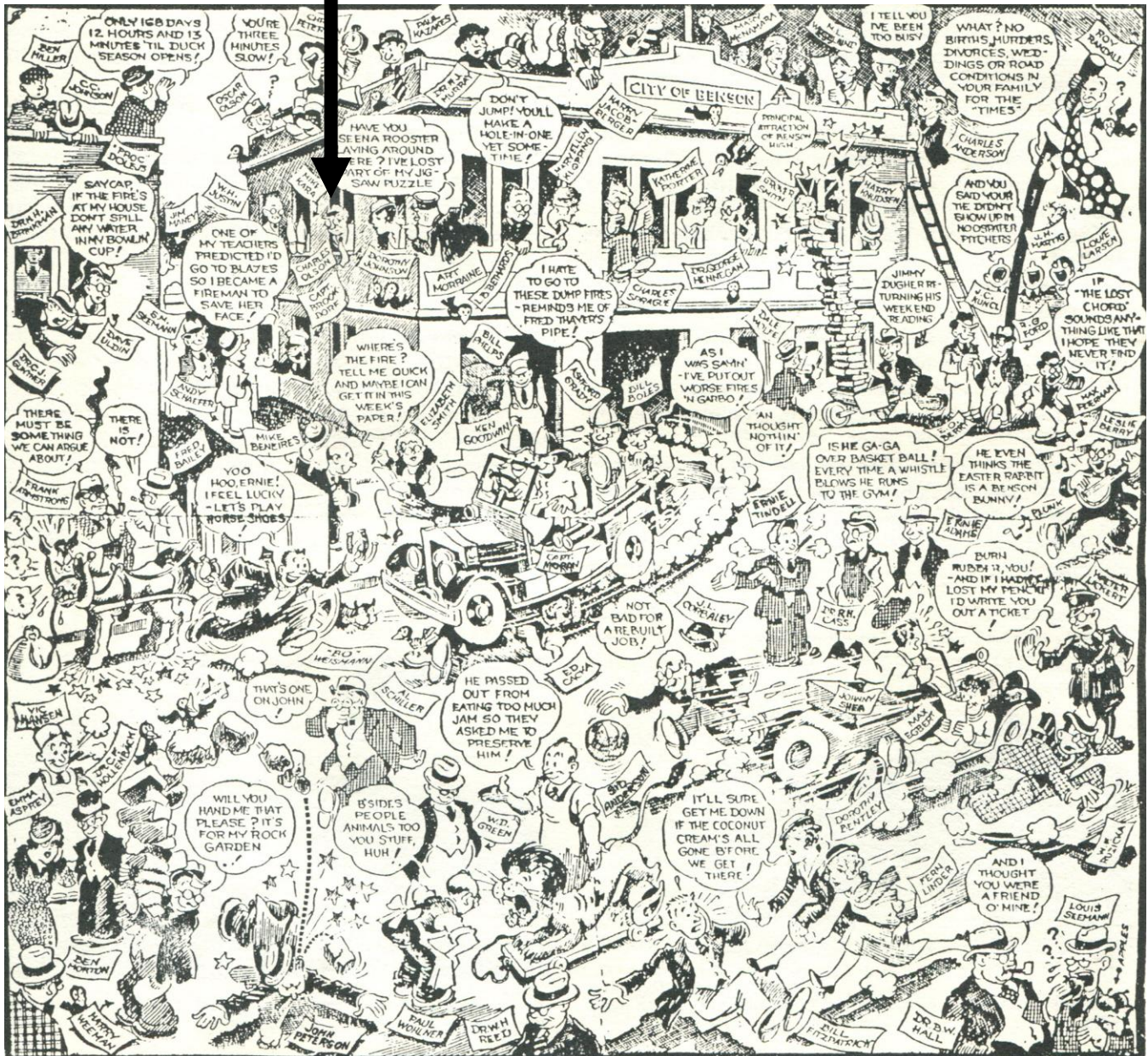
Douglas County, Nebraska

County and State

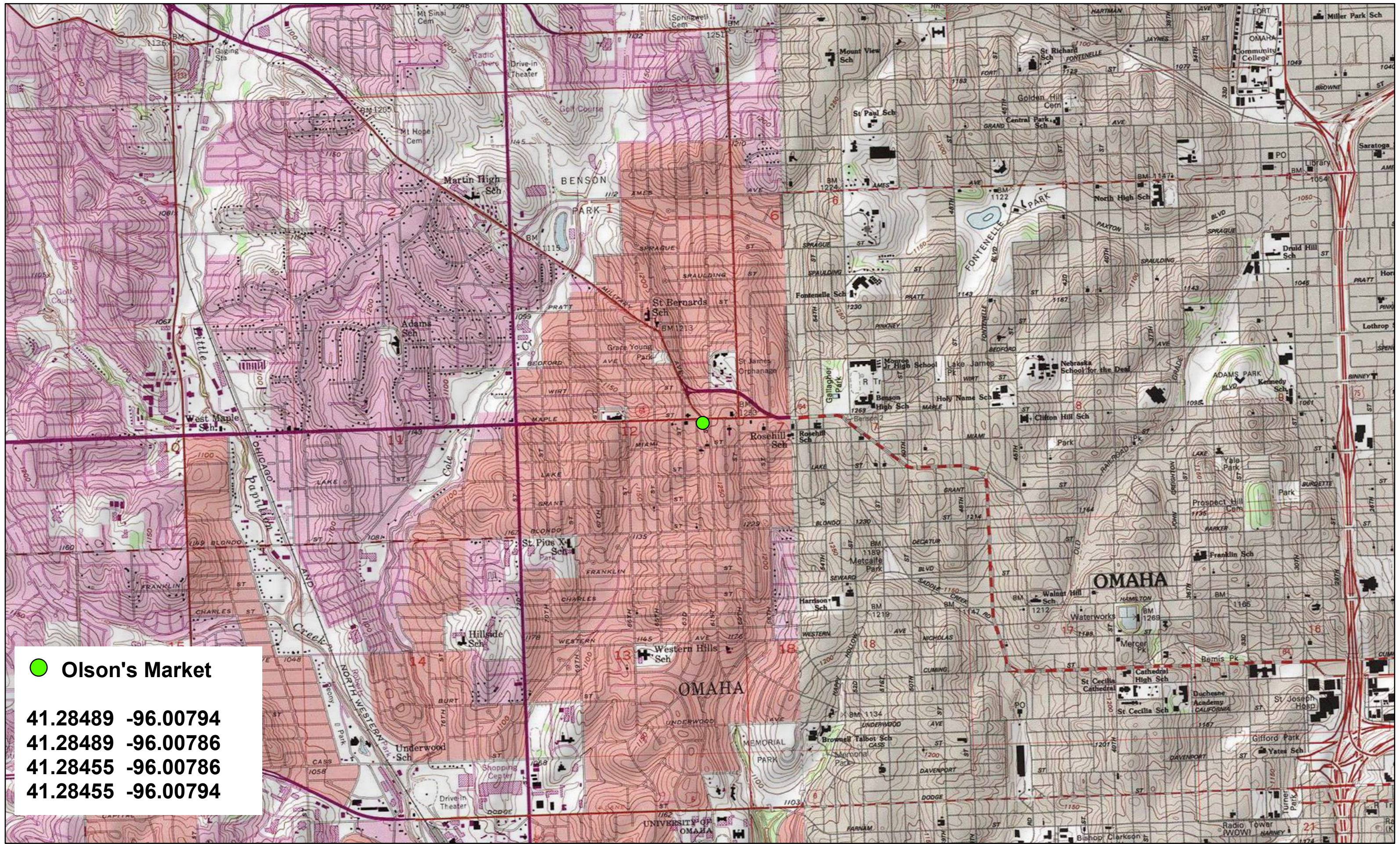
Name of multiple listing (if applicable)

Section number Additional Information

Page 21



Cartoon from the *Omaha Bee News* caricaturizing the local notables of Benson in the 1920. Arrow indicates Charlie Olson.



● Olson's Market

41.28489 -96.00794
41.28489 -96.00786
41.28455 -96.00786
41.28455 -96.00794





A storefront with a dark green frame. At the top, there are six small, square windows. Below them is a central wooden door flanked by two large display windows. Each large window contains a sign that reads "COMING SOON" in large, bold, red letters, with "INFUSION" written in smaller letters above it. To the left of the left window is a smaller sign that says "NOTICE".



HISTORIC BENSON
Mayne St

2 HR PARKING
8 AM - 5 PM
NO PARKING
2 AM - 4 AM





ABES
571-4926

ABES
571-4926

77



MEAT MARKET



ENTRANCE





SILVER OF OZ
PLUMBING, HEATING, WATER, ELECTRIC & COOLING





THE NEW ORIGINAL
NOIR JAZZ I
VOL. 1
FREE CONCERT



SILVER OF OIL
ENVIRONMENTAL SILVER JEWELRY & CHARMS





Max & Joe's
Classic Tavern... Belgian Beer.
www.beercomerusa.com Omaha, NE

The Originals Origin
Ale House
Largest Selection of
Brewpubs
3011 & CASSIAM
OMAHA, NE 68105

Max & Joe's
Classic Tavern... Belgian Beer.
www.beercomerusa.com Omaha, NE

The Foundry Beer
Grain Belt





UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: RESUBMISSION

PROPERTY NAME: Olson's Market

MULTIPLE NAME:

STATE & COUNTY: NEBRASKA, Douglas

DATE RECEIVED: 8/02/13 DATE OF PENDING LIST:
DATE OF 16TH DAY: DATE OF 45TH DAY: 9/18/13
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 13000276

DETAILED EVALUATION:

ACCEPT RETURN REJECT 9/3/2013 DATE

ABSTRACT/SUMMARY COMMENTS:

*Minimally Eligible
Tax Credit*

RECOM./CRITERIA Accept A

REVIEWER J. Lubin DISCIPLINE _____

TELEPHONE _____ DATE _____

DOCUMENTATION see attached comments Y/N see attached SLR Y/N



July 30, 2013

J. Paul Loether
National Register—National Historic Landmarks Programs
National Park Service
1201 "I" Street NW, 8th Floor
Washington, DC 20005

RE: Olson's Market (resubmittal)
Omaha, Douglas County, Nebraska

Dear Mr. Loether:

The enclosed disk contains the true and correct copy of the nomination for the above referenced property to the National Register of Historic Places. This form has met all notification and other requirements as established in 36 CFR 60.

If you have any questions concerning this nomination, please let me know.

Sincerely,



L. Robert Puschendorf
Deputy State Historic Preservation Officer

Enclosure

1500 R Street
PO Box 82554
Lincoln, NE 68501-2554
p: (800) 833-6747
(402) 471-3270
f: (402) 471-3100
www.nebraskahistory.org

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: Olson's Market

MULTIPLE NAME:

STATE & COUNTY: NEBRASKA, Douglas

DATE RECEIVED: 3/29/13 DATE OF PENDING LIST: 4/24/13
DATE OF 16TH DAY: 5/09/13 DATE OF 45TH DAY: 5/15/13
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 13000276

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: Y SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N
 ACCEPT RETURN REJECT 5/9/2013 DATE

ABSTRACT/SUMMARY COMMENTS:

- See Comments -

RECOM./CRITERIA Return
REVIEWER [Signature] DISCIPLINE Historic
TELEPHONE _____ DATE 5/9/2013
DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.



United States Department of the Interior

NATIONAL PARK SERVICE
1849 C Street, N.W.
Washington, D.C. 20240

IN REPLY REFER TO:

The United States Department of the Interior National Park Service

National Register of Historic Places Evaluation/Return Sheet

Property Name: Olson's Market
Douglas County, NE

Reference Number: 13000275

Reason for Return

This nomination is being returned for substantive reasons. Olson's Market is nominated under Criterion A, for its commercial importance as the "longest operating independent meat market" in the Benson neighborhood of Omaha. The nomination cites a period of significance that begins in 1917, the year the building was constructed, and 1964, the year the original owner of the building died.

The nomination and the building raised many questions during our review. The focus of the context seems to be on the town of Benson, and reflects the early days of the Olson family endeavors. However, but the time this building was constructed, Benson had been absorbed into greater Omaha, and while it retained (and still retains) a somewhat independent identity, it is hard for us to reconcile parsing 'local' significance to a limited geographic area of a larger political unit. Even in the larger context of Omaha, narrowing the focus to independent meat markets owned by a single family in the same location again seems to be a contextual stretch. In light of our concerns about the significance of the building itself in the commercial context of Benson/Omaha, the historic integrity of the building gave us even greater pause.

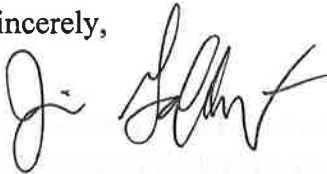
Presented to us is a building comprising two parts, a storefront retail meat market and a small-scale meat processing operation. In its current state, the building lacks the interior dividing walls that separate the two aspects of the business, it retains almost no historic fenestration, and the storefront has been significantly altered to match the "Olde English" design of neighboring buildings. In essence, there is little left of the building that reflects its appearance during the bulk of its existence as a meat market, and certainly during the period of significance. The convenient decision to end the period of significance in 1964

allows for the exterior storefront changes to fall (barely) within the POS, but the justification that it ends with the death of Charles Olson. The nomination does not, however, demonstrate that Charles Olson was even involved with the business at the time. He was 94 years old.

The existence of the tiled walls and floor that mark the retail portion of the building is interesting, and a nice feature to highlight in preservation, but is not sufficient to fully illustrate the historic interior configuration. Combined with the storefront alterations, including the wholesale use of new brick, it would be hard for us to consider this building for individual eligibility. A view along the streetscape, though, indicates that there might be a potential historic, commercial district in the Benson neighborhood, one that reflects the area's importance as a commercial node in Omaha, and one whose period of significance would surely accommodate the exterior changes to the Olson's Market building as a contributing resource.

We appreciate the opportunity to review this nomination and hope that you find these comments useful. Please feel free to contact me if you have any questions. I can be reached at (202) 354-2275 or email at <James_Gabbert@nps.gov>.

Sincerely,

A handwritten signature in black ink, appearing to read "Jim Gabbert". The signature is fluid and cursive, with the first name "Jim" being more prominent than the last name "Gabbert".

Jim Gabbert, Historian
National Register of Historic Places
5/13/2013



March 25, 2013

J. Paul Loether
National Register—National Historic Landmarks Programs
National Park Service
1201 "I" Street NW, 8th Floor
Washington, DC 20005

RE: Olson's Market
Omaha, Douglas County, Nebraska

Dear Mr. Loether:

Please find enclosed the National Register of Historic Places nomination form for the above resource. This form has met all notification and other requirements as established in 36 CFR 60.

If you have any questions concerning this nomination, please let me know.

Sincerely,


L. Robert Puschendorf
Deputy State Historic Preservation Officer

Enclosure

1500 R Street
PO Box 82554
Lincoln, NE 68501-2554
p: (800) 833-6747
(402) 471-3270
f: (402) 471-3100
www.nebraskahistory.org