

constructed c. 1960

## Kroger Store • 75 Maple Street



*In 1949, the Kroger Grocery Store (formerly located on River Street) had constructed a new market at 75 Maple Street and what first began as a seemingly unrelated event would ultimately play a major role for the local newspaper as roughly 15 years later Kroger expanded their facility once again by constructing a modern store on Memorial Drive. The building is home to the Manistee News Advocate and the exterior of the building was renovated in the late 1990's.*

*For many years the News Advocate produced daily news for the Manistee masses out of their facility at 415 Water Street. In 1928, the Conine Publishing Company was organized by three men, one of whom was named Austin C. Batdorff. A decade later Austin's son, John H., followed him into the family business eventually becoming Publisher of the News Advocate. Years later the sons of John H., John A. "Jack" and Cris, began their careers in the newspaper trade succeeding the vocations of their father and grandfather.*

*With the Water Street building in need of updating, it was announced in 1964 that the offices and production of the newspaper would be moved to the vacated Kroger building. By the mid-1990s, printing operations had moved to Big Rapids, home of parent company, The Pioneer Group. Today department offices (publisher, editorial, sales, and circulation) of the newspaper remain at 75 Maple Street where it continues to be operated by the fourth generation of the Batdorff family.*



*The building formerly located at 415 Water Street which was home to the former Manistee Daily News which was consolidated into the Manistee News Advocate in 1914. The structure was torn down in 1967.*

**Manistee Commercial Historic District – Listed on the National and State Register of Historic Places**