



***CIRCA 1900***

## **Historic Third Ward**

History of

**Commission House**

**400 N. BROADWAY STREET**

*E. R. Godfrey & Sons constructed this building in 1911 for their commission and wholesale grocery business. It is claimed they were responsible for shipping the first banana's to Milwaukee as well as for being the first to enter the frozen food business in the area. The Bruce Publishing Co., a printer of Bibles and liturgical materials, remodeled the building extensively when they moved here in 1949. The LoDuca Brothers bought the building in 1972 and renamed it the LoDuca Building. Their wholesale and retail musical instrument business and LoDuca Bros. Wine Division, a wholesale wine distributor, share the structure with other commercial tenants.*



***CIRCA 1920***