



TAY
HERITAGE

Victoria Mercantile

154 William Street Victoria Harbour



Figure 2: Photo of the "Company Store" and staff.

Built:	1902	Current Owner:	Pressley Investments Ltd.
Built By:	Victoria Harbour Lumber Co.	Present Use:	Café, retail
Structure:	Store	Original Use:	Company Store
Exterior Wall:	Wood Siding	Address:	154 William St.
Style:	Commercial		

Architectural:

The building is a large two-storey rectangular wood building built by the Victoria Harbor Lumber Company. The exterior of the building remains largely unchanged, despite the building's age. It maintains its original paint scheme, in the same yellow and white as it was painted when built. The building is highly decorative with arches adorning the windows and scrollwork displayed throughout the building's façade. The storefront also maintains its recessed doors centered between two large display windows. The windows and masonry around the foundation are original. The intricate scrollwork, arches, and overall design of the building give it an elegant appearance. The interior of the building has been renovated in the past but the original floors and some counters are still in place.

Figure 3: Petroff's Garage c. 1930



Historical:

The building was built by the Victoria Harbor Lumber Company to supply workers in the mills and their families with food and supplies, and came to be known as the "Company Store". By operating the store themselves, the Company was able to give credit to their workers during the off season, supplying the community with goods when the mills were closed for winter. In 1903 it was deeded to the Victoria Mercantile Company which continued to operate the building as a general store until 1928. After functioning for several years as a garage and service station and hardware store, it now operates as a retailer and café under the trade name "Village Mercantile" The building was designated as a heritage building in 1982.

Figure 4: Scrollwork, arches and paint scheme



Previous Owners:

Date:

Victoria Harbour Lumber Co.	1902
Victoria Mercantile Co.	1903
John Petroff	1928
James B. Eplett	1944
Robert Patterson & Clinton Todd	1979
Pressley Investments Ltd.	

Sources:

Land Registry Office
Simcoe County Archives
Tay Township Office

Location:

Barrie
Midhurst
Victoria Harbour