



Located at 21 West Avenue, the *One Horse Grocery* was one of a number of small grocery stores located in Fairport village around the turn of the 20<sup>th</sup> century. It was owned and run by Adelbert Hooker, who opened the store after moving to Fairport in 1879 and working at the Green and McAuliffe Lumber Yard. The “one horse” featured prominently in his advertising, which stated that

“We are known as the ONE HORSE GROCERY.

We like to be called the ONE HORSE GROCERY.

We acknowledge that WE ARE THE ONE HORSE GROCERY.

Everybody knows WHY we are the ONE HORSE GROCERY.

Our trademark is “ONE HORSE,” and is familiar not only to Fairport people but  
in the surrounding country.”

The “one horse” was Bess, who pulled Hooker’s delivery wagon.

Hooker carried a complete line of “staple and fancy groceries,” which he sold at competitive prices, claiming that people got the benefit of his “one horse prices.” Confident of his pricing, he urged his customers to comparison shop. In 1892, for example, he sold 100 pounds of One Horse flour for \$1.70; a two pound can of Chase & Sanborn Mocha and Java Coffee for \$.75; Fairport Vinegar for \$.15 a gallon; Saleratus (baking soda) for \$.07 a pound; a two pound can of “Roast Beef” for \$.20; and creamery butter for \$.24 a pound. During the home canning season fruit jars sold for \$.67 a dozen for quart jars and \$.60 a dozen for pints. Granulated sugar was \$.05 per pound.

The store, located on the south side of West Avenue, was relatively small, and had a central door flanked by two large display windows. The interior was similar to most stores of its kind at the time, having long counters on both side walls with floor-to-ceiling shelving behind them. The store had a tin ceiling, wainscoted walls, an archway leading to further storage and a doorway which seemed to lead to a small office. Oil lamps hanging from the ceiling provided light.

The grocery was successful, leading Hooker to expand at least once, always maintaining that “we deal in groceries, exclusively, and our aim is to run an up-to-date store, handle strictly first-class goods and make prices – we lead, others follow.” Despite his success, however, Hooker closed his store in 1900, but continued to live in Fairport.