

Hollywood on Hamilton Remembering Hess's



Segment One Run Time: 18:23

Overview

Hollywood on Hamilton: Remembering Hess's takes a rare look into the much-loved Allentown shopping place. From sweet memories of eating strawberry pie at the world famous Patio Restaurant to the vivid recollections of rubbing elbows with guest celebrities, Hollywood on Hamilton will trigger nostalgia for the glamorous days of shopping in style on Hamilton Street. Crystal chandeliers and glamorous models created an aura of elegance found nowhere else in the Lehigh Valley at the time.



Discussion/Questions

1. What did the Hess brothers look to create when they opened their store?
What did they value? How were those values reflected in their business?
2. What does society value today? How are those values reflected in business?
Are the values ethical?

Activities

1. Pick your favorite department or clothing store. Find pictures and samples of the clothing that they sell. Design a poster and describe how their clothing reflects society and how it reflects you.

Spotlight: The Store

Center City Allentown was once the home of a famous department store whose local popularity has never been matched. At the corner of 9th and Hamilton Streets, two brothers opened Hess's Department Store. The store would become the focal point of regional shopping for nearly a century.

With the window displays constantly changing and the size of the world-renowned strawberry pies, people from across town and all over the country traveled to Allentown to see the excitement. With a chance to win a "Trip of a Lifetime" or meet your favorite celebrity, Hess's Department Store changed what Americans thought of consumerism and customer service forever.



When the Hess Brothers decided to open a department store, they might have not realized that they would be opening the doors to a new way of life. For nearly a century, the store located on 9th and Hamilton Streets in Allentown defined the way consumerism was viewed in the United States of America.

Academic Standards

Hollywood on Hamilton has been designed to address the Academic Standards for History as set forth by the Commonwealth of Pennsylvania. Specifically, this program supports the successful achievement of standards 8.2 Pennsylvania History, as defined under grades 9 and 12 measurement criteria:

Identify and evaluate how continuity and change have influenced Pennsylvania history from the 1890s to the present.

