

# Hollywood on Hamilton Remembering Hess's



Segment Two Run Time: 22:35

## Overview

Revisit the annual international flower shows when the main floor blossomed into an indoor garden. Remember the expensive, high quality fashions in the French Room? You'll hear from a woman who saved several imported gowns from that department.

Glimpse into Max Hess's elaborate home, including a visit to the nightclub where many of his Hollywood friends partied after visiting the store.



## Spotlight: The Style

Max Hess Jr. accomplished something that very few business owners ever accomplish. When he took over the top position, he knew the store his father and uncle loved was not moving with the times. He decided a change was in order.

(Continued)

## Discussion/Questions

1. What are some of the marketing campaigns used by Hess's? What marketing campaigns do we encounter everyday? Do they work? Compare and contrast modern business practices with Hess Jr.'s values.

## Activities

1. Design your own store. The store can sell anything. How can you use technology and creativity to make people want to buy? Where will the store be located? What will it look like inside? Will you do anything special for customers (like Hess's "Trip of a Lifetime")? Sketch floor plans and write a brief description answering some of these questions.

## Spotlight: The Style (cont'd)

Hess Jr. shut the doors on the old, but he never forgot his family's wishes. He simply updated the appearance and the merchandise. Hess became a business that was on the cutting edge of fashion and technology. The talented Hess Jr. integrated good customer service with all the luxuries of the changing times. He respected his employees, his customers, and was the ideal model for how consumerism should work in the U.S.



Hess was the first store with talking elevators; it was the first store with moving stairs (escalators); it was the first department store to boast over seventy imported chandeliers as everyday décor. Hess Jr. put a restaurant inside the building and had models show off the newest trends while customers ate. He brought in celebrities and flew customers on a "Trip of a Lifetime."

No one had a marketing campaign like that before. Even fewer were the stores that grossed as much as Hess and never expanded. He was a different sort of businessman. He listened to what consumers wanted and then looked at what the future could offer. He gave ordinary people the opportunity to live big. He started trends instead of following them. He was at the forefront of business, technology, fashion, and many other things. The combination was magic. Max Hess Jr.'s gifts gave a little city a big name.

## 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.

