Here is some text in Hoefler Text Italic, using the default feature settings for this font. We get some ligatures (for example, in “office”), but not much else.

Now here’s some Hoefler Text Italic with several optional features enabled; look at the input text file to see what has been turned on, and how it is specified in the \font command. We’re using the exact same font, but starting to unlock some of its “hidden” power.

And here we’re accessing the small capitals that Hoefler offers.