

Herb Caen Back Sunday

Herb Caen is on vacation. His column will be resumed Sunday



RECORD CAKE—Mayor Elmer E. Robinson, left, serves slices of cake to Ernest L. Molloy, center, president of Macy's California, and Robert T. Beattie, Blum's president, at yesterday's opening of the Macy's and Blum's project on Union Square. The record Blum's cake weighed 1,500 pounds.

Blum's and Macy's Open Quarters on Union Square

Macy's and Blum's came to Union Square yesterday.

At the opening ceremony Mayor Elmer E. Robinson sliced a nine tier, 1,500 pound cake—the largest ever baked by Blum's—in the presence of Robert T. Beattie, Blum's president, and Ernest L. Molloy, president of Macy's California.

The scene was in the new Blum's store on the ground floor of the six-story building on Geary Street acquired by Macy's some time ago.

The project gives Blum's,

the 63 year old San Francisco confectionary firm, its newest and fifteenth Bay area outlet. And it provides Union Square access to Macy's.

The Blum's store is decorated in Japanese silk and gold leaf wall covering. Two extensive murals done by Nancy Gibson of Savannah, Ga., depict the Victorian era.

The interior decorator was Barbara Dorn. Blum's architecture was by Hertzka and Knowles while John Bolles was architect for Macy's in the preparation of the project.