

# S. J. McKee Archives



## Yaeger's Furs Dionne quintuplets window display

<http://archives.brandonu.ca/en/permalink/descriptions14317>

Part Of: Brandon and Area Photograph Collection  
Creator: Brandon Sun Publishing Co.  
Description Level: Item  
Series Number: 2  
Item Number: BAPC 2.43  
GMD: graphic  
Date Range: 1934  
Physical Description: 10.25" x 8" (b/w)

### History /

#### Biographical:

Gustave Bellegro "Gus" Yaeger was born on July 10, 1878 at Genoa, Italy. The son of Swiss parents, he immigrated to the United States, working in West Virginia then North Dakota before arriving in Brandon, MB in 1910. He worked at various jobs before opening Yaeger's Furs, a fur-coat factory and retail store at 602 Rosser Avenue, in 1919.

Yaeger married Sarah Ellen Williams (1883-1966) of Big Rock, Idaho in 1907. They had two children: Karl Williams Yaeger (1908-1975) and Barbara Yaeger (m. H.H. Ricketts).

Gus Yaeger died on March 25, 1942 in Brandon, MB. His son carried on the business after his death before selling it to one of the managers in 1969.

The Dionne quintuplets, born May 28, 1934, were the first quintuplets known to have survived their infancy. They were born just outside Callandar, ON.

#### Scope and Content:

Item is a photograph of the Yaeger's Furs Dionne quintuplets Christmas window display. The display features five dolls dressed in fur coats and bonnets, a framed photo of Gus Yaeger, a Christmas tree and a cardboard Santa.

Notes: History/Bio information taken from the Manitoba Historical Society website ([http://www.mhs.mb.ca/docs/people/yaeger\\_gb.shtml](http://www.mhs.mb.ca/docs/people/yaeger_gb.shtml))

Name Access: Yaeger's Furs  
Gus Yaeger  
Dionne quintuplets

Subject Access: downtown  
window displays  
commercial buildings  
businesses  
quintuplets  
quints

Storage Location: BAPC photograph drawer

Images

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