**New France is Founded**

**1608**

The settlement of New France is founded by *Samuel de Champlain*. New France was the French’s first permanent Canadian colony located in what would later become the Province of Quebec.

This established a strong foothold for France and a monopoly over the Fur Trade for decades.

**Fur Comes Into Fashion**

**1660**

The return of the *English Monarchy* and the *Restoration of King Charles II of England* marked a turn for fashion in England.

The use of fur and fur lining became a status symbol within the English Courts that quickly spread throughout Europe. This caused a wide-spread demand for fur pelts, a demand that Europe itself was unable to meet, and drew all eyes to the North American fur trade.

This also marked the rise of the Beaver Felt Hat among men’s high fashion in Europe.

**The Hudson’s Bay Company Is Formed**

**1670**

Following endorsement from Prince Rupert and his cousin King Charles II the Hudson’s Bay Company was founded and given a Royal Charter allowing the company Monopoly to trade in the Hudson Bay Basin.

The HBC continued to establish trading posts at the mouths of major rivers flowing into the James and Hudson Bays, becoming the French’s main competition in the fur trade.

**The French and Indian Wars**

**1754-1763**

The French and Indian War pitted the colonies of England and New France against one

another with each side gifted military support from both their parent countries and their Indigenous allies.

The hostilities broke out between the English and French troops in Western Pennsylvania, but spilled up into Rupert’s Land with the loss of Quebec.

Following the conclusion of the war in England’s favor, France lost their hard won

monopoly over the Fur Trade to the English.

**The Silk Hat Comes Into Fashion**

**1820**

The Victorian top hat practically wiped out the beaver felt hats in the fashion market of Europe. The demand for furs was grinding to a slow halt in Europe, the price of beaver pelts began to go down and profits began to decrees with trade companies.

**The NWC and HBC Merger**

**1821**

In response to the violent skirmishing between the HBC and the NWC and the fur trade reaching its natural end the British Government forced the HBC and NWC to merge. Thus, creating one company with complete control over Rupert’s Land.

**HBC Signs Deed of Surrender**

**1870**

The HBC signs the Deed of Surrender allowing Rupert Lands to become part of the newly established Canada.

The HBC’s withdrawal from the fur trade marks the end of an era as settles start to flow west in great numbers, setting up farms, businesses and towns.

**The Beaver Almost Goes Extinct**

**1819**

Due to over hunting the beaver almost goes extinct in the Red Lake Area.