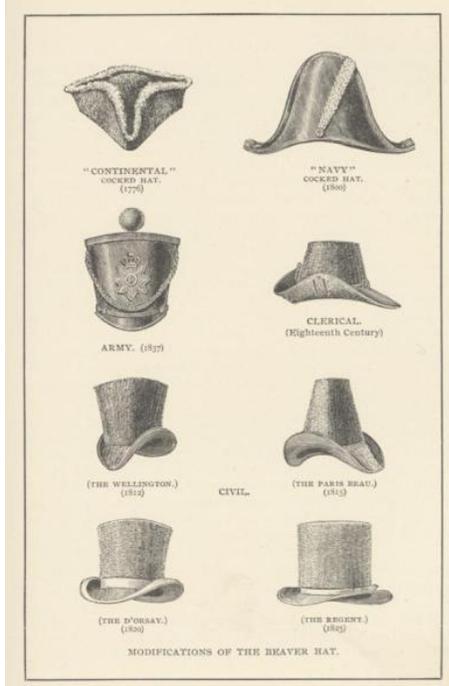


# The Beaver's Place in History



Created by: Cheryl Phillips

Most students are taught that the Europeans colonized North America for political and religious freedom, but natural resources were another major reason. Sure they were in search of gold, cod, whales, and even lumber for shipping, but the resource that tempted explorers across the ocean was one the largest rodents in North America, the beaver. This mammal has had a great influence on our history as well as Canada's.



From about 1550 until 1850, felt hats were in high demand as they were quite fashionable in much of Europe. The reason why the beaver hat was the "prized" furs was that it could be made into a dense, durable, and waterproof felt that had a silky sheen. The best beaver hats were made from beaver coats – worn by the Native Americans through the winters. The wear and tear did a few things. It helped prepare the skins; the long guard hairs fell out from the pelt, separating and leaving only the soft under fur pelts. The soft under fur pelts were then used to make beaver felt hats. The felt hat industry became the driving force behind the fur trade. By the late 1500's, the beaver was extinct in Western Europe. The North American fur trade became a new source and kept the fashion going for another 200 years.

### **The Task:**

You have been commissioned to create a promotional flyer or brochure on the importance of the beaver, (include why they were so valuable to trading) and on the dangers of over hunting the beaver. You need to explain how the extinction of the beaver may affect other wildlife that shares the same habitat, but on the other side, if you have an over population of beaver, they become pesky.

### **The Process:**

**Requirements to be included in your flyer or brochure (a flyer is a brief but concise paper on important information to be distributed to a large audience; it is NOT a research paper!)  
The brochure is flyer-type, but usually involves folding and a bit more information in a more organized fashion.)**



**Target Audience – Who are to trying to advertise to?**

————— If the audience doesn't identify with the flyer right away, then it will end up in the trash!

**What does the target audience currently think about beaver trapping?**

**What messages do you want the flyer to communicate?**

**What do we want the target audience to do from seeing the flyer?**

You want the audience to understand that there needs to be a balance of nature.

### **Considerations**

Check you have met the following criteria:

- Does it communication the main messages? Are these clear?
- Will the flyer stand out so the target audience remembers it?
- Will it make people want to consider your viewpoint?

Your flyer will be evaluated on the following rubric (**60 pts**):

- \_\_\_/15 Includes at least 5 facts on the beaver
- \_\_\_/15 Use of graphics in your flyer (at least 3 graphics—pictures, charts, graphs, etc.)  
– **5 graphics if you are doing a brochure.**
- \_\_\_/10 Brief history of fur trading
- \_\_\_/10 Food chain and habitat is included
- \_\_\_/5 Ability to convince your target audience why your viewpoint is important
- \_\_\_/5 Appearance/Neatness of flyer

### **Beaver Resources:**

[The Beaver Fur Trade by Ken Mitchell](#)

[The Beaver, Foundation of the Fur Trade](#)

[Felting a Beaver Hat](#)

[Beaver in Ohio's History The Rush for "Soft Gold"](#)



## Making a Brochure

You can use any of these programs to create your brochure:



Microsoft Office: Download a Template by going to “New”  
[“How To” Directions](#)



**Free Flip Book Maker**

Free

Convert your text book to online flash ebook with the real page turning effect.



**Template Manager**

Free

Helps you create and print and edit promotional materials.  
has been designed to help ... such as brochures, address labels



**Powerbullet Presenter**

Free

Flash multimedia presentation tool.  
is specifically designed for creating ... electronic sales brochures and catalogues



**Company Profile Template**

Free

It is a program that enables you to create company profiles for websites.



# Save The Beaver!

## Fast Facts....

- The beaver (*Castor canadensis*) is North America's largest rodent.
- Beavers in the wild lives about 10 to 12 years.
- Unlike most animals, beavers continue to grow throughout their lives and may reach 3 to 4 feet and may weigh up to 100 lbs.
- The beaver is designed to swim and work underwater.
- Its nose and ear valves close when the beaver is submerged. A beaver can cut and chew wood when its underwater without getting water in its mouth.
- Beavers are monogamous animals that mate with only one partner.

## SURVIVAL!

In order to survive, beavers must be assured of 2 or 3 feet of water year round. Water provides protection from enemies. Food for winter use must be stored in underwater food shelters, called caches.

Beavers: Wetlands & Wildlife  
 146 Van Dyke Rd.  
 Dolgerville, NY 13229  
 Phone: 518.568.2077  
 fax: 518.568.6046  
 email: [BWV@BeaverWW.org](mailto:BWV@BeaverWW.org)



Beavers are important to our environment! As beavers cut down small trees and clear away brush, they create new habitats that are ideal food patches for other animals. Water birds use these areas as feeding and nesting grounds. Ponds made by beavers make a new fish habitat. Besides being an important animal, beavers do an awesome job at maintaining wetlands that can sponge up floodwaters. Their dams help slow the flow of the floodwaters which helps to prevent erosion, raise the water table and act as the "earth's kidneys" to purify water. How does it purify the waters? This happens because several feet of silt collect upstream of older beaver dams, and toxics like pesticides are broken down in the wetlands that beavers create. This results with cleaner water downstream of dams and requires less treatment.

By the early 1900s, beavers were almost trapped to extinction from North America. For well over two centuries in Britain and Western Europe the beaver hat defined style. Trading was based on the fashion of the time in America and Europe. The trappers would collect beavers and skin them or trade the dried skin with Native Americans. These would be shipped either to Europe or Eastern America. Beavers from North America were in high demand. Since they were in such high demand, and were worth a lot in the trade industry, many people hunted and trapped beavers. From the early 1600s to the mid-1830s, if it was not a beaver, it wasn't a beaver hat, then it wasn't a hat.



As the beaver tries to reclaim some former territory, conflicts with humans arise. If beavers are removed from good habitat, others will normally move into the empty habitat. Allowing the beavers to stay while addressing the specific problem (for example, flooded roads or tree cutting), also preserves the many beaver benefits. Wetlands are decreasing worldwide, and certain programs such as the U.S. Wetland Reserve Program, recognize the great environmental value of these vital areas by paying landowners who protect wetlands. The U.S. Fish and Wildlife Service has the Partners for Wildlife program that can provide funding, or materials, for flow devices to qualified agencies or organizations. Freshwater wetlands have been rated in a study by over a dozen ecologists and economists as the world's most valuable terrestrial ecosystem in terms of natural services. By installing flow devices, often most of the beaver wetlands can be saved, while ending the unwanted flooding.

When you help the beaver, you are really helping to save wetlands which helps to save the planet!