

Honour Our Proud History

The North Shore (New Brunswick) Regiment

"There never was the like of those North Shore men for sheer guts and durability"



The North Shore Regiment is one of the Canada's oldest and most illustrious infantry units. Originally made up of farmers, fishermen and town folk from the rugged northeastern counties of New Brunswick, it has become one of the most decorated units in Canadian military history.

Militia Acts passed by the New Brunswick Legislature in 1787 and 1792 stated each county was to have at least one battalion in a newly formed provincial regiment. The Northumberland Battalion would include all of Kent, Northumberland, the North Shore, Gloucester and Restigouche counties. The fledgling regiment faltered until it was reconstituted in 1803.

As a Fencible Corps, the reformed New Brunswick Regiment was not required to serve beyond North America. Despite this, the unit expressed willingness to serve abroad. Its offer to participate in an expedition leaving Halifax in 1808 was not accepted, but an historic request that the unit be permitted to extend its service and be numbered as a British "Regiment of the Line" was agreed to. On September 18 1810 Colonel Torrens (Royal Horse Guards) wrote "His Majesty has accordingly been pleased to approve of the New Brunswick Fencibles being made a Regiment of the Line and numbered the 104th Foot." It became the first Regiment of the Line ever organized beyond the British Isles

It is widely believed volunteers from the North Shore-Northumberland Militia- were with the 104th when it marched from Fredericton to Quebec during the War of 1812. North Shore men were present when the 104th was victorious at Sackett's Harbor, Lundys Lane and Fort Erie. The 104th won the Battle Honor "Niagara". Today, the North Shore Regiment proudly maintains that battle honour.

In 1870 as New Brunswick grew, the 73rd Northumberland Battalion of Infantry came into being. The newspapers made much of the fact that the North Shore had volunteered beyond expectations. "For more than a century and a half the men who have been the keepers of The Kingdom of the North have set up a splendid reputation in war. And always for superb discipline and gallantry."

And that superb discipline and gallantry was always there. During World War One, North Shore men served with valour in virtually every action involving units of the Second and Third Division Canadian Expeditionary Force.

But it was in World War Two, that the North Shore Regiment made its mark in the annals of Canadian military history. On D Day, the North Shore advanced to boldly capture St Aubin. Shortly thereafter, it fought one of the most bloody local battles of the War, capturing the Luftwaffe airfield of Carpiquet with an heroic, yet tragic, human cost. The Regiment's colours tell a proud tale of unrelenting courage- Caen, Bourguebus Ridge, Falaise, Quensay Wood, The Scheldt and Breskins Pocket, the Waal flats and Hochwald, Emmerich-Hoch Elten and Zutphen are but some of the names.

Since World War II the Regiment continues to serve Canada sending soldiers on UN peace keeping missions in Yugoslavia, Cyprus, and the Middle East and in the combat that was Afghanistan.

The North Shore Regiment is now extremely pleased to partner with one of Canada's leading watch designers, Time is Ticking Inc., which has a long and honourable history of creating watches that reflect our nation's military milestones.

To show your renewed pride in the Regiment and its remarkable history, we offer a Limited Edition North Shore Regiment watch. The cost to you is only \$78.00 plus applicable sales tax and postage. The watch is being sold far below its retail value of approximately \$200.00.

The slim-line watch has Seiko movements, 24K gold plating on its face, an engraved case back and a designer Speidel leather strap which is being offered in black, red and blue. The watch will be delivered in an embossed velveteen collector's box. This limited edition commemorative watch will make an excellent gift. All sales are final.

Wear your commemorative watch with pride! The North Shore (New Brunswick) Regiment- Guarding the Kingdom of the North.

Limited Edition The North Shore (New Brunswick) Regiment Commemorative Watch featuring:

- Watch made with Seiko movements
- Polished, Stainless Steel, engraved Crest caseback
- 24 karat gold plating
- Exquisite alligator-style leather strap in black, red or blue
- Custom embossed velveteen collector's box



Size approximate.
Suitable for men and ladies.



O R D E R F O R M

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Address: _____

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Please make your certified cheque or money order payable to Time is Ticking Inc which will be processing orders on behalf of The North Shore (New Brunswick) Regiment. Order forms should be mailed to: Time is Ticking Inc., PO Box 10066, Don Mills, Ontario, Canada M3C 0J9 Postage and handling - \$12.00 per watch in Ontario and Quebec. All other provinces \$14.00. Postage and handling outside of Canada will be quoted at a reasonable rate.

Payment : Visa MasterCard Money Order Certified Cheque

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All sales are final. For further information or to place an order, please contact: Time is Ticking Inc., by phone at 416-925-5520 Fax: 416-925 5641 • E-mail: timeisticking@sympatico.ca • Website: www.timeisticking.ca

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*Black band only		TOTAL:	

All Sales Are Final