



UNITED STATES MARINE CORPS
THIRD MARINE REGIMENT
THIRD MARINE DIVISION, FMF
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IN REPLY REFER TO:

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CO

7 Oct 21

From: Commanding Officer, 3d Marine Regiment
To: Commandant of the Marine Corps (HDR)
Via: (1) Commanding General, 3d Marine Division

Subj: REGISTRATION OF 3D MARINE LITTORAL REGIMENT INSIGNIA AND CALL SIGN

Ref: (a) MCO 5750.1H Manual for the Marine Corps Historical Program
(b) 38th Commandant's Planning Guidance
(c) MCBUL 5400 Redesignation of 3d Marine Littoral Regiment DTG 230930ZAPR21

Encl: (1) 3d Marine Littoral Regiment Insignia with Descript
(2) Lineage of 3d Marine Regiment Insignia, Unit Call Sign, and Bougainville Day

1. Per the references, 3d Marine Regiment submits the enclosures to the Historical Division to register the 3d Marine Littoral Regiment (MLR) insignia and unit call sign effective upon ceremonial redesignation in FY22. Per reference (a), the enclosure will be routed to the Marine Corps History Division via the Commanding General, 3d Marine Division.
2. Enclosure (1) provides detailed purpose, description, and historical significance of the 3d MLR insignia.
3. Enclosure (2) serves as a repository of the historical lineage of the 3d Marine Regiment unit insignia, unit call sign, and the declaration of Bougainville Day. Per reference (b) and (c), 3d MLR will retain the lineage and honors of 3d Marine Regiment, therefore 3d MLR will retain the call sign of "Bougainville" and carry forward the declaration of November 1st as Bougainville Day.
3. The point of contact is Capt. Kevin J. Smith, 808-347-7479 or kevin.j.smith1@usmc.mil


T. S. BRADY JR



PURPOSE. The 38th Commandant's Planning Guidance (CPG) outlined Geneneral David H. Berger's strategic direction and vision of the Marine Corps as a naval expeditionary force trained, organized, and equipped to deter malign behavior, persist and fight inside a peer-threat Weapons Engagement Zone (WEZ), and facilitate sea denial and sea control in support of fleet operations and the joint force. The Marine Corps is building the naval expeditionary force of the future, investing in Expeditionary Advanced Based Operations (EABO)/stand-in expeditionary capabilities to outpace the threat. Force Design 2030 (FD2030) enables the Marine Corps to modernize effectively while contributing to sea control and sea denial as an enabler to the joint force. The redesignation of 3d Marine Regiment to 3d Marine Littoral Regiment (3d MLR) is a historic event for the Marine Corps and a concrete demonstration of our Service's strategic direction.

DESCRIPTION. Navy blue shield outlined in gold with a crimson center. "Third Marine" inscribed on top of outer shield, "Littoral" inscribed running down left side of outer-shield, "Regiment" inscribed on right side of outer-shield. Large gold three is located in the center of inner shield. M1905 Bayonet runs vertically through center of insignia, its hilt is at the top of the crimson center, slightly protruding into the blue field. The M1905 bayonet interweaves with golden 3, with the tip of the blade ending at the bottom of the outer blue shield. "Fortes Fortuna Juvat" (Fortune Favors the Bold) inscribed on horizontal banner on bottom third of insignia.

SYMBOLISM.

1. The 3d MLR insignia pays homage to the 3d Marine Regiment insignia. The first recorded use of the 3d Marine insignia dates back to December 1965 in Vietnam.
2. The most prominent feature of the 3d MLR is the M1905 Bayonet interwoven into the gold and bolded "3". The M1905 bayonet was used during World War II, during which the 3d Marine Regiment was

reactivated and participated in several combat campaigns. The M1905 is used in close range combat, symbolizing 3d MLR's call to maneuver and persist inside the contested maritime environment of a potential adversary's weapons engagement zone. The bayonet is positioned at the forefront of the rifle symbolizing 3d MLR's call to be at the tip of the spear and first to fight to ensure naval expeditionary and joint force access. The interwoven bayonet pays tribute and honors to 1st Battalion, 2nd Battalion, and 3rd Battalion 3d Marine Regiment as those units redesignate or deactivate to support FD2030 and a new mission for 3d MLR.

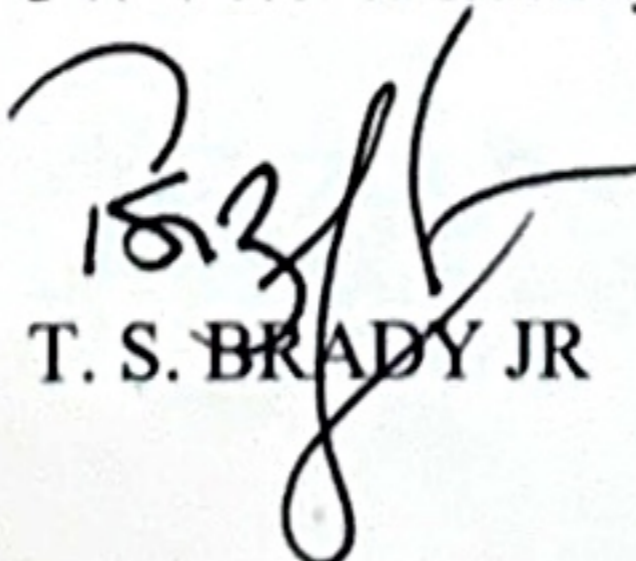
3. The bayonet is interwoven into a bolded golden "3" in the center of the insignia. Gold is the most malleable of metals, able bend and mold without cracking. Gold takes whatever shape the goldsmith desires. The 3d MLR is called to support sea control and conduct sea denial operations by any means necessary. FD2030 and the future MLR concept is not prescriptive, leaving room for the MLR to take shape based on future operating concepts and operating environments. 3d MLR is a flexible, malleable unit, constructed to task organize, change, and adapt across a wide variety of mission sets.

4. The bayonet and "3" are set on top of a crimson backdrop. The crimson backdrop symbolizes the Marines who selflessly made the ultimate sacrifice on the battlefield. On November 1, 1943, the 3d Marine Regiment assaulted across the beaches of Empress Augusta Bay on the Japanese-held island of Bougainville. 3d Marine Regiment was found fit for combat in June of 1943. By October, 1943 the Marines were steaming towards their rendezvous point off Guadalcanal for their final run towards Bougainville. From the Dominican Republic, to The Battle of Bougainville, to The Battle of Hill 881, to The Global War on Terror, the selfless and heroic sacrifice of those who have fallen established the legacy that 3d MLR carries on today.

5. The Navy-blue border on the shield is symbolic of the FD2030 call for the Marine Corps to return to its Naval roots, where the first Continental Marines served as ships security detachments. On March 14, 1911, 3d Marine Regiment was formed by the consolidation of Marine detachments from the various ships in the Atlantic Fleet. From that lineage, the MLR is inherently a Naval formation which will enable freedom of maneuver in the maritime domain. The 3d MLR is designed to meet the demands of naval expeditionary warfare in the littorals to support Fleet operations and enable joint force access while imposing significant cost on a potential adversary.

6. At the bottom of the insignia there is a blue banner with the unit motto "Fortes Fortuna Juvat." This Latin quotation has several acceptable translations. Previously 3d Marines used the "Fortune Favors the Brave" translation. As the inaugural MLR unit for the Marine Corps and as the Service introduces new capabilities and technologies that will change the character of war, 3d MLR will adopt the more accepted translation of "Fortune Favors the Bold." The latin motto is an important part of the unit's legacy, "Fortune Favors the Bold" is indicative of the strategic change across the Service and the future mission of the unit. 3d MLR will serve as a critical component within the U.S. INDOPACOM area of responsibility. When necessary, 3d MLR fights inside our adversary's sensors and weapons engagement zones which requires a unit that is bold and ready to fight now.

7. The point of contact is Capt. Kevin J. Smith, 808-347-7479 or kevin.j.smith1@usmc.mil.


T. S. BRADY JR

Enclosure (1)

Subj: REGISTRATION OF 3D MARINE LITTORAL REGIMENT INSIGNIA AND CALL SIGN

During the summer of 2018, the 3d Marine Regiment staff conducted thorough research on the historical lineage of the 3d Marines insignia. The below images serve as a repository of the research and correspondence conducted by the staff with the Marine Corps History Division. Based on the available historical images of 3d Marine Regiment unit insignia dating back to December 1964, 3d Marine Regiment has consistently used the same insignia since at least the Vietnam War. Below, is the 25 September 2018 recorded description of the most current insignia used by 3d Marine Regiment.



Description: Sable, narrow bordure Or, inescutcheon Gules, narrow bordure Or, Or "3", Argent bayonet point downwards Sable grip and fuller, in chief, Argent two segments scroll inscribed Sable "THIRD" at dexter chief and "MARINES" at sinister chief, in base, Argent three segments scroll inscribed Sable "FORTES" at dexter base, "FORTUNA" at middle base, and "JUVAT" at sinister base.

- Escutcheon: generally heater style, but maintaining a reuleaux triangle top.
- Field: Sable, narrow bordure Or
- Subordinate: inescutcheon Gules, narrow bordure Or with Or "3"
- Charge: M1942 style M1905 bayonet, point downwards, Argent pommel, guard, and blade, Sable with Argent texture grip, Sable fuller.
- Moto: in chief, a scroll Argent of two segments inscribed Sable "THIRD" at dexter chief and "MARINES" at sinister chief. In base, a scroll Argent of three segments inscribed Sable "FORTES" at dexter base, "FORTUNA" at middle base, and "JUVAT" at sinister base

Symbolism: There is no historical record of insignia symbolism. The insignia is similar in shape to 3d Marine Division's unit insignia. The use of scarlet and gold are associated with the Marine Corps. The M1905 bayonet was utilized during World War II, during which 3d Marine Regiment was reactivated and participated in several combat campaigns. The numeral "3" stands for 3d Marine Regiment, 3d Marine Division. The top banner is emblazed with the unit name "Third Marines". The bottom banner is emblazed with the 3d Marine Regiment motto, "Fortes, Fortuna, Juvat" which means "Fortune Favors the Brave".

Subj: REGISTRATION OF 3D MARINE LITTORAL REGIMENT INSIGNIA AND CALL SIGN

75th Anniversary unofficial insignia commemorating the beginning of the battle for Bougainville.



3d Marine Regiment unofficial insignia commemorating the 75th anniversary of the beginning of the battle for Bougainville: This unit insignia was utilized in 2017, during the 1 November, 2017 3d Marine Regiment's Battle Color ceremony 75th anniversary, commemorating the beginning of the battle for Bougainville, November 1st 1942. Additionally, a patch and sticker given out as a gift during the 3d Marine Regiment 2017 celebration of the 242nd USMC Birthday Ball.

The insignia is similar to the official 3d Marine Regiment unit insignia with the following exceptions:

- Banner above the crest inscribed "BOUGAINVILLE" the 3d Marine Regiment's callsign
- All scrolls are Or vice Argent

Subj: REGISTRATION OF 3D MARINE LITTORAL REGIMENT INSIGNIA AND CALL SIGN

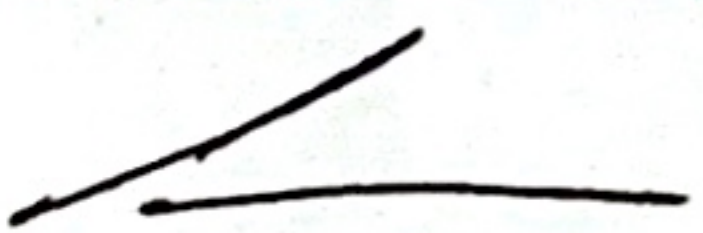
3d Marine Littoral Regiment will retain and carry forward the unit call sign of "Bougainville."

21 Sep 15

MEMORANDUM FOR THE RECORD

Subj: DESIGNATION OF UNIT CALL SIGN

1. On 1 November 1943, the 3d Marine Regiment assaulted across the beaches of Empress Augusta Bay near Cape Torokina on the Japanese-held island of Bougainville. Reactivated the previous June, the assault on Bougainville was the regiment's first combat operation of the Second World War. For the next two months, fighting with the newly-activated 3d Marine Division, the 3d Marine Regiment gave the enemy no rest. Inch by inch through unrelenting jungle terrain, elements of the regiment located, closed with and destroyed the defending Japanese forces. Having broken the enemy's will, the 3d Marine Regiment was relieved in late December to prepare for its next combat operation.
2. The fighting spirit of the 3d Marine Regiment that gave the enemy no rest on Bougainville continued not only through the remainder of the war in the Pacific, but also through successive generations during combat operations in Vietnam, Saudi Arabia, Kuwait, Afghanistan and Iraq. Accordingly, in honor of the fighting spirit displayed by the Marines and Sailors on Bougainville and the fighting spirit of all those who have fought with the regiment before or thereafter, the unit call sign of the 3d Marine Regiment is hereby designated "Bougainville."


C. E. COOPER, JR.
Colonel, U. S. Marine Corps
Commanding Officer, 3d Marine Regiment

Subj: REGISTRATION OF 3D MARINE LITTORAL REGIMENT INSIGNIA AND CALL SIGN

3d Marine Littoral Regiment will retain and honor the legacy of Bougainville Day.

1 Nov 17

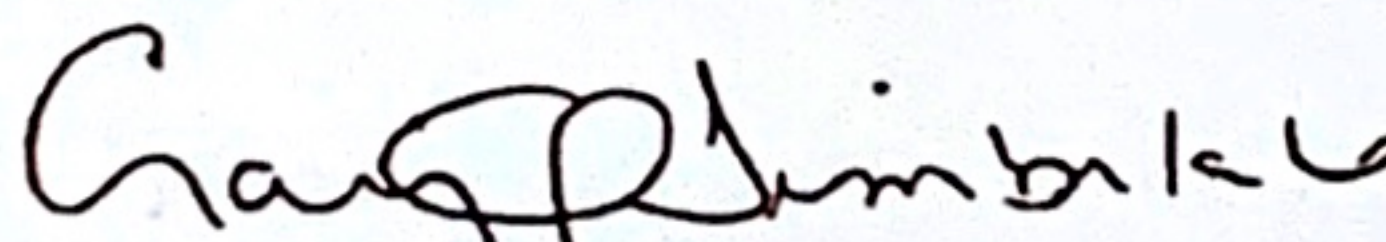
MEMORANDUM FOR THE RECORD

Subj: DESIGNATION OF BOUGAINVILLE DAY

1. On 1 November 1943, the 3d Marine Regiment assaulted across the beaches of Empress Augusta Bay near Cape Torokina on the Japanese-held island of Bougainville. Having been reactivated the previous June, the Regiment trained extensively and was found to be fit for combat in June 1943 by the 3d Marine Division Commanding General, Major General Charles D. Barrett. By October 30 the Marines were steaming towards their rendezvous point off Guadalcanal for their final run towards Bougainville. H-hour was set for 0730, 1 November 1943. Over a period of fifty two days the Regiment faced and defeated three formidable obstacles: Japanese forces, deep swamps and dense jungle.

Very few successful forces in the long history of warfare have been called upon to exhibit greater endurance and courage or more cohesion of effort. From start to finish it was a slugging match in which the Marines were able to concentrate more power at a given point at a given time than the enemy. Of the battle, Admiral Halsey said "The Bougainville campaign was intended to accomplish the destruction of enemy air strength in the area; not only was this accomplished, but the by-products of the campaign were so extensive that subsequent operations were accomplished virtually without enemy opposition, and the entire enemy offensive potential in the Bismarck Islands was destroyed. In the matter of ultimate achievement and importance in the Pacific War, the Bougainville operation was successful beyond our greatest hopes."

2. The 3d Marine Regiment continued to demonstrate its fighting prowess in subsequent campaigns in the Pacific. Furthermore, the Marines and Sailors of the 3d Marine Regiment demonstrate that same fighting spirit today. Accordingly, to honor those Marines and Sailors who came before and those who continue to go forth and serve in harm's way and display the fighting spirit that our enemies have come to expect, it is decreed that from here thereafter, 1 November will be known as Bougainville Day for all Marines and Sailors who are and have been a part of the 3d Marine Regiment.



C.Q. TIMBERLAKE
Major General, U.S. Marine Corps
Commanding General, 3d Marine Division