

# Our Seafaring HERITAGE

Family traditions, innovations in business and a passion for life on the water. These are the characteristics that have built Black Ball Transport Inc., operators of the MV Coho. While officially only 50 years old in 2009, this proud company can trace its roots back more than 190 years to the famous Black Ball Line in New York City. The names Marshall, Peabody and Acheson dot corporate registers charting the history across the decades and across the continent. And nearly all of the marine transportation services in the Pacific Northwest today owe their existence to the men and women who've served under the Black Ball flag.



## AN EAST COAST HERITAGE – A COMMITMENT TO SERVICE

Black Ball Line, founded by textile importer Benjamin Marshall, Captain Charles Marshall and three other partners, revolutionized Trans-Atlantic commerce in 1817 by introducing prompt, reliable and scheduled service, its ships sailing on their appointed days, whether full or not—a boon to business and a comfort to passengers. They were the first ships to carry passengers and cargo from New York to Liverpool, England and back, and Black Ball was a leader in the shipping industry throughout the next 60 years.

Steamship innovations in the late 1870s overtook the New York firm, but by 1895, the trademark flag—a black ball on a red background—was flying again, this time on the West Coast.

## GENERATIONAL TIES – A FAMILY AFFAIR

Charles Peabody, born in the mid-1850s into the family that had founded Black Ball Line and later named to head the U.S. Revenue Cutter Service on the West Coast, partnered with five other men to

create the Alaska Steamship Company in 1894. They resurrected the historic Black Ball flag from Peabody's ancestors to fly on their first ship, the 140-foot steamer Willapa, which carried passengers and freight from Puget Sound to Alaska.

No idle souls, Peabody and his partners soon expanded their horizons, increasing their fleet to 67 ships and securing a near-monopoly on freight and passenger service to Alaska. And like Black Ball Line pioneers before them, Peabody's crews developed new ways of doing things, like ferrying the first car across Puget Sound by disassembling it, transporting it, then reassembling it once the steamer State of Washington had reached its destination. They even created some of the first loading ramps to allow cars to drive onto vessels.

Peabody's later formation of the Puget Sound Navigation Co. would lead in 1902 to the launch of a Port Townsend-and Port Angeles-to-Victoria steamship route, the forerunner to today's MV Coho route. Peabody's son, Alexander Marshall Peabody, became the company's president in 1928, reinstating the Black Ball

FERRY — PORT ANGELES — VICTORIA

**MV COHO** • FASTEST ROUTE  
• SHORTEST CROSSING



125 CAR CAPACITY      VERTICAL CLEARANCE 14 FEET

**YEAR ROUND DAILY SERVICE**

**1961 SUMMER SCHEDULE**  
JUNE 15, 1961 THROUGH SEPTEMBER 15, 1961

LEAVE VICTORIA	LEAVE PORT ANGELES
6:00 A.M. (NOTE 1)	8:00 A.M.
10:15 A.M.	12:15 P.M.
2:30 P.M.	4:30 P.M.
6:30 P.M.	8:15 P.M. (NOTE 2)

NOTE 1: This ship does not operate Sundays.  
NOTE 2: This ship does not operate Saturdays.

ALL DEPARTURES IN LOCAL TIME  
SUBJECT TO CHANGE WITHOUT NOTICE

**1961 SPRING SCHEDULE**  
SEPTEMBER 16, 1961

LEAVE PORT ANGELES	LEAVE VICTORIA
7:00 A.M. (NOTE 1)	9:00 A.M. (NOTE 2)
11:00 A.M.	1:00 P.M.

NOTE 1: This ship does not operate Sundays until April 1, 1961.  
NOTE 2: This ship does not operate Saturdays.

**BLACK BALL TRANSPORT, INC.**

Line trade name and again proudly flying the red flag with the black ball.

It wasn't long before Puget Sound Navigation formed the subsidiary Black Ball Freight Service, which was bought in 1936 by Robert Acheson, and this company created Black Ball Transport Inc. in 1952, modifying the traditional flag only slightly by adding a thin white circle around the black ball. Acheson died in 1963, and his wife, Lois Acheson, took charge of Black Ball Freight Service for the next 10 years, selling it in 1973 to RO-COR International. But Black Ball Transport Inc. has continued to operate the MV Coho to this day.

#### OUR PRIDE — THE MV COHO

Black Ball Transport built the MV Coho in 1959, commissioning Philip F. Spaulding & Associates of Seattle to design the vessel. The keel was laid at Puget Sound Bridge & Dry Dock in January 1959, and the MV Coho made its first commercial trip to Victoria, B.C. on December 29 of that year. Through its first years of service, the MV Coho not only served the Victoria-Port Angeles vehicle and passenger route; it also travelled between Seattle, Port Angeles, Port Townsend and Victoria to serve freight customers, a route that had

been operated since the turn of the century under the Puget Sound Navigation Co.

#### BLACK BALL'S PEOPLE — KEY PLAYERS IN BUILDING YOUR COMMUNITY

The rich history behind the Black Ball name is ultimately a story of people who took risks, invested in their communities and created great institutions. For instance, apart from his interest in shipping, Charles Peabody joined forces with his father-in-law, Vancouver Island lumber king William Macaulay, and with Robert Dunsmuir to create the Victoria Lumber & Manufacturing Co. at Chemainus, B.C.

Alexander Peabody presided over the transformation of Puget Sound Navigation Co. into the current, publicly-owned Washington State Ferry Service in the 1950s, and the sale of a Canadian subsidiary, Black Ball Ferries Ltd., to the Province of British Columbia in 1961 to bolster the fleet of then-fledgling BC Ferries.

And today, Black Ball Transport Inc.'s operation of the MV Coho has a net economic impact of more than \$120 million a year in the region, supporting over 3,500 full-time jobs and contributing more than \$12 million in taxes to fund critical services across Washington state and British Columbia.

#### TRUE LOCAL CONNECTIONS — PART OF YOUR COMMUNITY

Black Ball Transport Inc. is proud to celebrate its 50th anniversary in 2009, but the company is also mindful that its historic connections, from the first Marshalls down through the Peabodies and Achesons, actually span nearly 200 years. It honours this heritage—from the commitment to service that launched the first Black Ball Line in 1817 to the spirit of community the company exhibits today—by flying the Black Ball flag from the MV Coho and sharing this history with you.