



At the wheel of a trusty Morris Minor, Charlie Ware.

# Minor Success

Charlie Ware, well known Bath business entrepreneur of the late 60's and 70's recommenced his business career in Bath in 1975 with a small time garage business selling 'bangers' at £200 a time.

Whilst in this line of cars, he discovered that by far the most popular vehicles were the old Morris Minors. These proved to be far more reliable than younger models and that people tended to treat them like 'old friends'. 'They are more like small living rooms on wheels' Charlie says. He then decided with his partner Nick Harding to see if there were enough around to specialise in these 'family favourites' to exclude other cars.

His feeling for these 'old stagers' proved right with his business spreading world-wide, incorporating buyers from Australia, New Zealand, Zimbabwe and the United States, particularly the South Coast.

'When we started people used to scrap them rather than make an effort, now they sell from £600 to £6000 plus,' Charlie said.

A complete illustrated catalogue has been produced by the Morris Minor Centre in conjunction with local artist Karl Willson, the

like of which the motor trade has not seen before. It is available to all Morris Minor owners at a cost of £4.00 and gives not only a complete list of parts, but a history and design drawings, and at the back are vouchers which can be set against the purchase of parts. This gives a direct link between the supplying garage and customer, which leaves no room for 'parts profiteering' through lack of availability. They now carry over 4,000 different lines in spare parts. They operate a parts system by mail order and Red Star. In the Bath area they now have 32 employees between their branches on the Lower Bristol Road and at Limpley Stoke. They are hoping to open Morris Minor spares shops in major cities in the near future, including Birmingham and Manchester.

The bulk of their advertising is done through a 'small ad' in the Exchange and Mart. Let us hope that the Bath Weekly Advertiser can change that!