



## **Boomers reliving their youthful days push old car website over 3000 members.**

*If you would like to be transported back in time, drop by and see Ray and all his fellow car lovers at [www.shoeboxford.com](http://www.shoeboxford.com)*

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"We have members all over the world!" exclaims an excited Ray Marler owner of shoeboxford.com, a website devoted only to 1949, 1950, and 1951 Fords and Mercurys cars.

"My first car was a 1949 Ford Club coupe and so was Dad's back in 1950" says Ray's 44 year old son Steve. "Dad and I bought mine in a salvage yard for \$50 bucks when I was twelve." "We rebuilt it, and still have it to this day." Apparently many other folks first car was a '49, '50, or '51 Ford.

Boomers who drove one of these cars back then must still long for them today according to the large number of participants on Ray's website and discussion forum. "The website is free." says Ray. "I knew there was a large following for these cars because we had a printed newsletter back in the 80's that had over 2,000 paying members."

The website was Steve's idea. "After I sold the printed letter, I had calls all the time wanting information about how to fix something or where to find parts." "Steve convinced me to do the website as an information portal and parts store."

The site [www.shoeboxford.com](http://www.shoeboxford.com) was launched in the spring of 2000 without any fanfare. "We didn't spend any money on advertising what so ever." A few articles were placed in old car forums and some parts listed on eBay with the web address. "The next thing we knew people were coming to the site and singing up." Almost three years later, over 3,000 members have visited the site, and many are still active buying and selling parts and sharing information on the forum.

"The average age of our members is probably over 55." Ray says. "Most of the members have some knowledge of these cars,



but detailed information is somewhat hard to come by, that's why most sign up, for knowledge on where to find parts or fix a problem."

"We have a section of the site we call the "Time Machine". If I can help one guy relive some good times he had in one of these cars, the whole effort will have been a success." Ray says.

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**Online Web 2.0 Version**

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