

MOM'S JOY ROOM

Where Obsolescence Ends and Wonder Begins

2964 Fairmont Road • Morgantown, West Virginia 26501 • (304) 282-3671

CERTIFICATE OF AUTHENTICITY & APPRAISAL

"Volunteer Fire Dept. Truck No. 1"

All-Steel Pedal Fire Truck • Gearbox Pedal Car Company, Cedar Rapids, Iowa • Circa Late 1990s–2000s

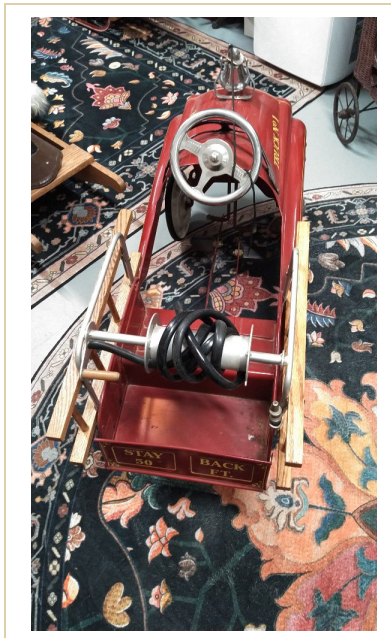
ESTIMATED WORTH

\$375 – \$475

Reflects complete original equipment (bell, oak ladders, hose reel, whitewall tires), the maker-confirmed Gearbox pedigree, and a strong current collector market for vintage-style pedal cars.



Oak ladders ride the side rails above the whitewall tires



The fire bed with the classic "Stay Back 50 Ft." tailgate



"V.F.D." grille, Truck No. 1 hood lettering, and working pull-cord bell

History & Background

Few toys embody mid-century American childhood like the pedal fire truck. From the 1920s through

the 1960s, companies such as Steelcraft, Murray Ohio, Garton, and AMF built pressed-steel fire engines that children pedaled down sidewalks with bells clanging — the finest of them hung with wooden ladders, wound hose reels, and lettering that turned a toy into a small-town institution: "Volunteer Fire Dept., Truck No. 1." Original pedal cars from that golden era now rank among the most sought-after of all antique toys, with complete examples bringing strong prices at auction.

This truck is a lovingly made later revival of that tradition, produced by the Gearbox Pedal Car Company of Cedar Rapids, Iowa. Gearbox built all-steel pedal cars and die-cast collectibles in the late 1990s and 2000s — the company was making pedal cars as early as 2001 and later operated as Gearbox Toys under J. Lloyd International. Rather than plastic modernity, Gearbox returned to the old ways: real steel body panels formed and finished in bright red, yellow pinstriped lettering, a working bell rung by pull cord, genuine oak ladders mounted along both side rails, a coiled fire hose reel at the rear, steel wheels wrapped in whitewall tires, and the beloved "Stay Back 50 Ft." warning on the tailgate. The maker's badge on the seat back — "Gearbox Pedal Car Company, Cedar Rapids, IA" — confirms her pedigree, distinguishing her from the 1950s originals she honors.

At roughly 40 inches long, she is sized for a child's true ride — pedals, steering wheel, and all — yet sturdy enough to serve as a parade piece, a shop display, or porch decor that stops traffic. She joined the Mom's Joy Room collection in September 2026, ready for her next tour of duty.

Notable Information

- ◆ Maker: Gearbox Pedal Car Company, Cedar Rapids, Iowa — confirmed by seat-back badge (no stampings found on the underside)
- ◆ Era: circa late 1990s–2000s — an American-made revival of the classic 1950s pedal fire truck
- ◆ Construction: formed all-steel body and chassis
- ◆ Working equipment: pull-cord bell, oak ladders on both side rails, coiled hose reel
- ◆ Details: "V.F.D." front grille, "Volunteer Fire Dept." and "Truck No. 1" lettering, "Stay Back 50 Ft." tailgate
- ◆ Wheels: steel with whitewall tires
- ◆ Size: approximately 40" long
- ◆ Condition: excellent overall — clean paint, intact lettering, complete equipment
- ◆ Joined the collection: September 2026

Collector's Notes

This truck is honestly presented as a quality reproduction rather than an antique: original 1950s–60s fire truck pedal cars by Murray, AMF, and Steelcraft typically bring \$400–650 and up when complete, while well-built modern revivals like Gearbox's commonly list in the \$400 range, with tidy, complete examples

commanding strong money in today's market. The distinction matters, and so does the appeal — Gearbox pieces are sturdy, rideable, and display-ready, needing no restoration, which makes them favorites with families and decorators rather than only museum-case collectors. This example's complete equipment, bright paint, and intact lettering place her at the upper end of her range.

"She never raced to a fire, but she's been answering the call of every kid who ever dreamed of the siren — some trucks are forever young."

Mom's Joy Room
2964 Fairmont Road
Morgantown, WV 26501

Sandy Wade
PROPRIETOR
September 29, 2026