Guy P. Pierce had a car shop in Kearney for 10 years; from 1917 to 1927. The business was located at 16 W. Lincoln Highway. Selling trucks, automobiles and parts associated with each, Pierce’s business was often showcased within advertisements in high school yearbooks, annuals, monthly editorials etc. The image below was taken from the *Echo* in 1918. This advertisement is located on the Kearney Opera House curtain.

