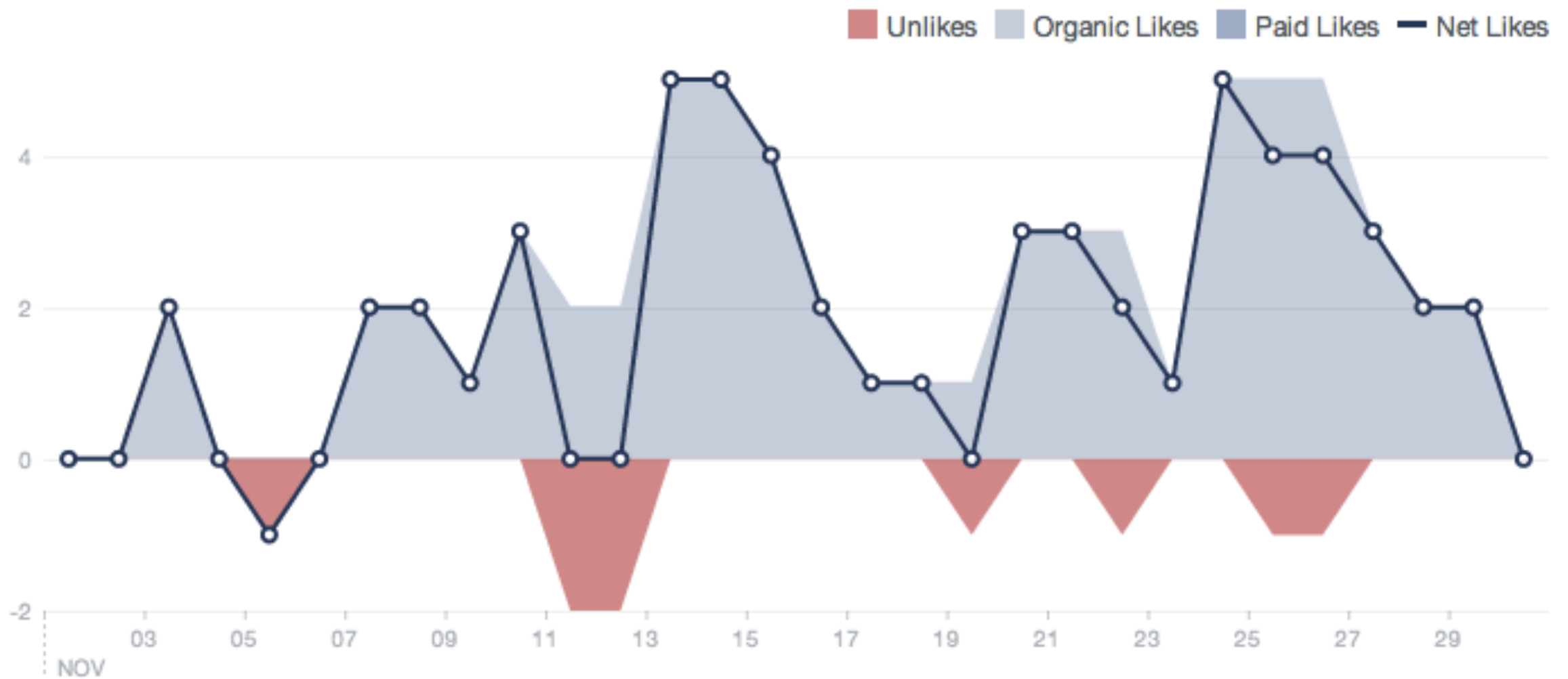


FOCUS: SOCIAL MEDIA

Net Likes: What Changed

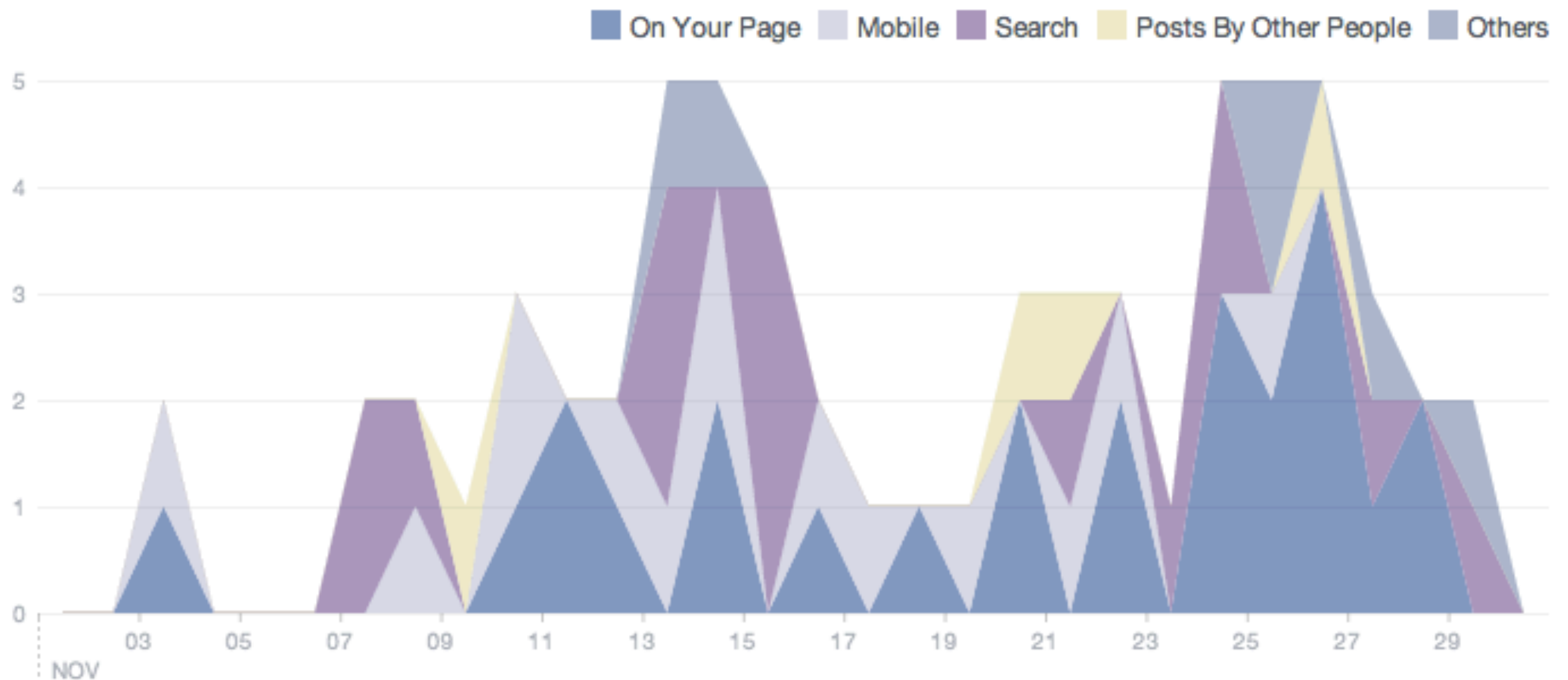
Likes - unlikes = net likes



FOCUS: SOCIAL MEDIA

Where Your Page Likes Came From

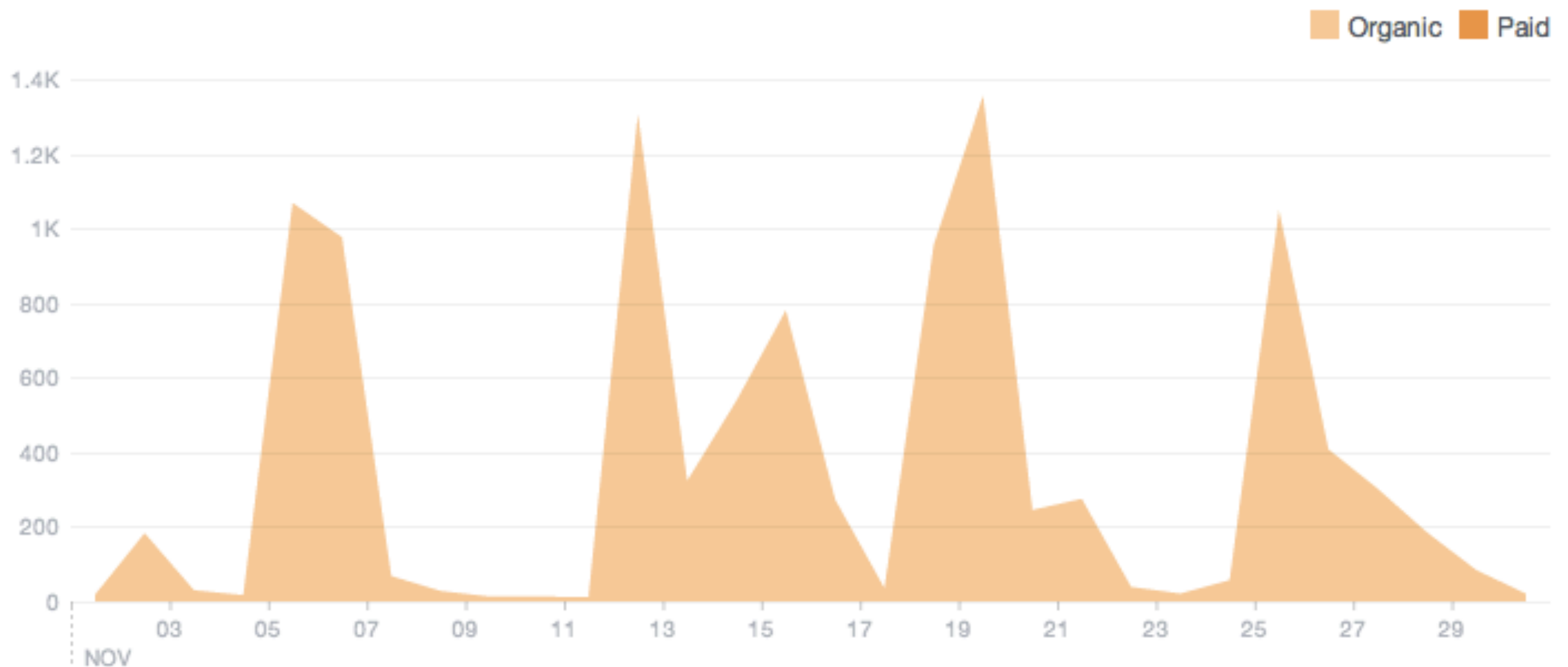
The number of times your Page was liked, broken down by where it happened.



FOCUS: SOCIAL MEDIA

Post Reach

The number of people who saw your posts.





Josh Williams @joshdont

1 Nov

3D Scanned, Oculus Rift Wearing Puking Pumpkin at your awesome local library :) @aadl @oculus @primesense @skanect sketchfab.com/show/61b749b0a...

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Sketchfab



Vomiting AADL Oculus Rift Pumpkin

View on <https://sketchfab.com>

5
RETWEETS

3
FAVORITES



2:29 PM - 1 Nov 13 from Ann Arbor, MI · Details

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ellen forsyth @ellenforsyth

6 Nov

Five Years and 5 Stars aadl.org/node/236125 great work by @aadl

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1
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1
FAVORITE



2:48 PM - 6 Nov 13 · Details

Reply to @ellenforsyth



Ann Arbor District L @aadl

6 Nov

@ellenforsyth Thank you! Our patrons are awesome!

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Matthew Weitzel @weitzelB

9 Nov

Working on data visualisation for @aadl at #a2dd13 and had a good laugh when a search turned up @vielmetti and @trek github.com/search?q=ann+a...

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A2 Datadive @A2Datadive

9 Nov

It's not just about analyzing the data, it's about service - serving our patrons better - Mariah @aadl #a2dd13

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A2 Datadive @A2Datadive

9 Nov

The @aadl data for today is 4 million records! The largest dataset in a2 DataDive history! pic.twitter.com/e7Hyc9G6vM

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A2 Datadive @A2Datadive

9 Nov

Mariah Cherem, @umsi alum and @aadl production librarian, on the library's mission. pic.twitter.com/SEdeVtZ9YX

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A2 Datadive @A2Datadive

9 Nov

And we're off! First up, the @aadl introduces their hold data and research questions! #a2dd13

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mrJR @jimchuck

12 Nov

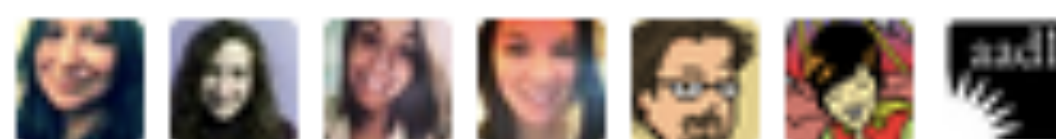
In a few weeks, the downtown @aadl will be part of my daily walking commute. That future library card's burning a hole in my pocket already.

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1
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8
FAVORITES



9:00 PM - 12 Nov 13 · Details

Reply to @jimchuck



Ann Arbor District L @aadl

17 Nov

We're proud to launch today the Geddes Letters, a set of correspondence between John & William Geddes from 1825-1844:
aadl.org/geddes_letters

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Julie Weatherbee @juliewbee

17 Nov

Cool! "@aadl: We're proud to launch today a set of correspondence between John & William Geddes from 1825-1844:
aadl.org/geddes_letters"

💬 Hide conversation

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2:36 PM - 17 Nov 13 · Details

Londonerry August the 5th 1825

Dear Brother Received your letter of the 30th of May on the 18th of June and agreeable to your request delayed writing untill I received your letter of July 3rd which came to hand on the 30th of July. The delay suited me very well as we had pretty throng times in June, spring having commenced so early together with an excessive drought that it brought hay-making and harvest on us early and almost at once. We commenced mowing on the 11th of June and harvesting on the 23rd earlier to ^{the} best of my recollection than ever we did of this however you are a competent judge. Our grass was ~~nothing~~ light and short owing to the drought and fell far behind our calculations, the field near Campbellstown was scarce worth mowing, the weather for hay-making was just the reverse of last year very fine. The grain however made ample and amends, for we have the greatest crop of Wheat and Rye taken together that ever was raised on the place the wheat at any rate is the greatest. We have 993 dozens of Wheat and 561 of Rye. The oats was not good we will have but about 200 bushels. Hands was 50 cts. per day hay-making and harvest cost 52. 62 1/2 cts. harvest lasted just 2 weeks. The drought this season has exceeded any heretofore known in this country, I was obliged to quit ploughing in the latter end of May for about 8 days, the weather was so very hot and the ground of such an adamantine hardness that it was almost impossible to plough. We received a rain in the beginning of June that enabled us to plough and benefited the grain very much. I have still about 12 acres to break up of tough ground that I think would take your mighty arm without rain. The River is almost entirely without

John Geddes

W. H. W.

Humboldtston

25

August 5th

1825
Mr John Geddes

Washtenaw County

Michigan Territory



Mary Morgan @MaryA2Chronicle

19 Nov

Getting distracted by searching for Montgomery Ward fire photos on @AADL's Old News site. oldnews.aadl.org/aa_news_196008...

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8:05 PM - 19 Nov 13 · Details

Reply to @MaryA2Chronicle

\$300,000 Fire Hits Ward's Store

Blaze Centers On Second Floor

By William B. Tremel

A raging fire which swept through the second floor of the Montgomery Ward & Co. store at 214 S. Fourth Ave. last night caused damage estimated at \$300,000.

Fifty Ann Arbor firemen, including every off-duty man in the department, battled the towering flames more than three hours before it was brought under control.

More than 40 Ann Arbor police officers set up fire lines around the block bordering the store to control a crowd estimated at more than 2,000.

The blaze, one of the most costly in the city in years, came almost exactly 10 years after a \$250,000 fire in the Montgomery Ward's farm store at First and Washington Sts. In that blaze, one Oct. 10, 1950, all of the store's Christmas stock was destroyed.

Smoke Rolling Out

The Fire Department received last night's alarm at 6:33 p.m. When Fire Lt. John Anderson arrived at the scene with four trucks and 11 men, smoke was rolling out of the second story of the store but no flame was visible.

"We took one look and headed for the alley in the rear," Lt. Anderson said. There, firemen found flames roaring through furniture at the rear of the second floor.

Firemen on the scene radioed immediately for additional help and every available man was called to the scene. The last piece of fire equipment not summoned to the blaze was a single truck left in the department's substation at Platt and Packard Rds.

While an aerial truck and several pumpers shot water into the second story of the store from the front of the building, the major part of the fire force converged in the alley at the rear.

Poured Water In

There, in a three-hour period they poured more than 100,000

with a fire in the alley near the stores.

Patrolmen said they found paper burning under a harrel in the alley and stopped the two boys. They admitted setting the blaze. A further investigation of the incident is scheduled.

Edison Called

Detroit Edison Co. workmen were called to the scene to shut off all power to the building last night.

Billowing smoke towered 100 feet in the air above the store and smoke seeped through walls to stores on either side of the Montgomery Ward firm.

Firemen credited a score of spectators with giving the department "tremendous" help during the blaze.

Assistant Fire Chief Harold Gauss said of the volunteer help: "All we had to do was to

(Other stories and pictures about the Montgomery Ward & Co. fire are on page 17. A full page of pictures is on page 27).

ask a few of these fellows to give us a hand with hose or ladder and they were right there. They were really a big help."

Assistant Chief Arthur Stasch said a vent fan located directly above the center of the display room of the store's second floor swept flame and smoke up into the roof. He said the elevator shaft at the rear of the building added another draft source which fanned the flames.

Feared Wall's Collapse

Firemen feared for a time that the entire rear wall of the store would collapse into the alley. The steel-girdered brick wall buckled at one point and pieces of brick fell periodically into the alley but the aged wall held firm.



SMOKE DARKENS EVENING SKY: Dense clouds of smoke pour out of the burning interior of the Montgomery Ward & Co. store, 214 S. Fourth Ave., as firemen scramble

up ladders to pour water on the fierce blaze. This picture was taken shortly after the alarm was turned in at 6:33 p.m.



ANN ARBOR, MICHIGAN, TUESDAY, MARCH 17, 1942

ABLAZE WITH RADIANT BEAUTY



ANN ARBOR'S NEW
STATE THEATER
OPENS TOMORROW

Telegrams from all over have been arriving to congratulate W. S. Butterfield Theaters, Inc., and L. E. Mull, the theater's manager, on the opening of the State theater. Some of the wires have been coming from such top-ranking screen celebrities as Clark Gable, Hedy Lamarr and Mickey Rooney.

Wires From Stars

Among the stars who have already sent congratulatory messages for the theater's opening are Judy Garland, Lionel Barrymore, Greer Garson, Myrna Loy, Katherine Hepburn, William Powell, Robert Taylor, Norma Shearer, Spencer Tracy and Lionel Barrymore.

Others who have sent best wishes are Red Skelton, Lewis Stone, Laraine Day, Kathryn Grayson, Marjorie Main, Ruth Hussey, Walter Pidgeon, Ann Rutherford, Virginia O'Brien and Frank Morgan.



NEWS PHOTO- MARCIA WATSON

The State Theater may again show films after its facelift. Here Steve Papovich and brother, Bob, work on the old marquee.

Old State Theater closer to clothes encounters





Teen-Agers Line Up For Tickets To Beatles Film

Fans Of Longhair(s') Music Line Up

By Dave Bishop

The Ann Arbor area has Japanese beetles, elm bark beetles, flour beetles, the European cereal leaf beetles and this morning there was a new variety—the Liverpool Beatles.

An estimated 300 to 400 area teen-agers lined S. State this morning from the State Theater to E. Washington to buy tickets to see the "new" Beatles in their first movie, "A Hard Day's Night," which opens at the State Theater Sept. 3.

The line began forming at 1:30 a.m. according to Ralph Hinterman, 15, of 1200 Birk, the first person in line. He said that he was buying tickets for his brother and sister, but that he wouldn't see the movie because he wouldn't be in the city during its showing.

"I don't believe it," Ralph said in response to rumors that the Beatles are "dying out" in England. "I think they're just settling," he added as he sat on a camping stool next to the ticket window.

David Taylor, 12, of 1455 Coler said that he was anxious to see the Beatles in their movie, but added, "I think they would look better if they got their hair cut."

He said that he had been in line since about 5 a.m. and that it was worth waiting for.

"I love the Beatles," Karen Reese, 14, of 2719 Manchester Rd. said. "I'd do anything for them," she added when asked if it was worth waiting since 6 a.m.

She said that the Beatles were "just darling with their hair long," and that the new singing groups gaining popularity in England are "just imitations."

Karen's sister, Joyce, who is 13, was also in the line and when she was asked why girls scream when they see or hear the Beatles, she replied, "It's just a woman's intuition to scream."

Ted Graham, 14, of 3515 West, said that some boys didn't like the Beatles because they are "just jealous that all the girls like them."

"I think they look better with their hair long," he added. "I'd wear it that way myself if my mother would let me."

"I think the Beatles are real great," Ralph Thompson, 13, of 2756 Lookout Circle said. "I don't know too many people who don't like them—even parents."

Pat Gervick, 13, of 3655 Tetxile Rd., Ypsilanti, was the last person in line when the crowd of teen-agers began shouting a count-down for the opening of the ticket window at 9 a.m.

She said that she was surprised that the line was so long.

"I thought the line would be about half a block, but I didn't think that it would be this far," she said.

The crowd wasn't all teen-agers. A grandmother, Mrs. Anne Marie Basquin, of Whitmore Lake, said that she was not going to buy a ticket, but that she was a Beatle fan.

"I've been a fan ever since I heard them," she said. "I think they are symbolic of teen-agers all over the world."

Another adult, Al Mosier, 56, of 2113 Arborview said, "I'm here for my daughter," apparently embarrassed over his presence there. He said that his daughter had to go to the doctor and that he took her place in line. He added that he did "not particularly" like the Beatles.

The movie will have four special showings opening day, Sept. 3, and they are scheduled for 1, 3:45, 6:30 and 9:15 p.m. The movie will probably run for about a week.



Save A2 State @SaveA2State

26 Nov

A treasure trove of State Theater articles from our friends at @aadl:
oldnews.aadl.org/taxonomy/term/....

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FAVORITE



2:01 PM - 26 Nov 13 · Details



Trek Glowacki @trek

23 Nov

Reading by a window in the @aadl while snow falls gently outside. Nothing feels quite so much like home.

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FAVORITES



10:08 AM - 23 Nov 13 from Ann Arbor, MI · Details

Reply to @trek



Trek Glowacki @trek

22 Nov

It's shocking how often Ann Arborites will say "oh, I'm sure we can just pick that up at the library" cc @aadl

from Ann Arbor, MI

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Philip Proefrock @cornellbox

22 Nov

@trek @aadl That counts pretty high on the list of reasons why I'm still here.

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FAVORITES



10:00 PM - 22 Nov 13 · Details



Ann Arbor District L @aadi

22 Nov

@bilalghalib try these two for starters! they are a great intro to terms and concepts. aadi.org/catalog/search...

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Bilal Ghalib @bilalghalib

23 Nov

Thanks @aadi !!! Checking out some korg music tools too!
pic.twitter.com/BGRzrcZmR2

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1

RETWEET





Richard Conto @rsconto

24 Nov

Fading Winter Sun
Frozen Pond
Cattails

@aadl Pittsfield Branch

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1
FAVORITE



3:02 PM - 24 Nov 13 · Details



Ann Arbor District L @aadl

29 Nov

All @aadl locations are open normal hours today, 9 - 9. No purchase required!

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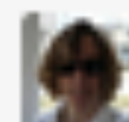
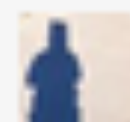
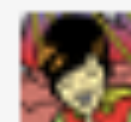
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FAVORITES



10:49 AM - 29 Nov 13 · Details



Burrill Strong @sgtwolverine

29 Nov

@aadl all items 100% off!

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FAVORITE



11:00 AM - 29 Nov 13 · Details



Kate Jackman @a2kate

29 Nov

How was your Thanksgiving tweeps? I am enjoying a day of leisure out and about at @aadl @VaultOfMidnight and @KerrytownA2 .

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FAVORITES



11:46 AM - 29 Nov 13 · Details



Nayoung Won @theyoungwon

30 Nov

Nerd out day: First over typography used in the new menu @redrobinburgers and now @aadl for personal pursuits. #ilovemylife

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3:25 PM - 30 Nov 13 · Details