



Denver Postcard Club



WHAT’S IN A NAME? BY DIANE I.

DECEMBER 2025

Dansville, New York bookseller and postcard publisher Hermon Wells De Long, 1851-1935, came to my attention through my hobby collecting vintage postcards. Alerted to the name De Long (my maiden one) by fellow collector Dede Horan, my curiosity was piqued.

I acquired a few of the postcards his Dansville Book Store published in the early 1900s - and wondered if his De Long kin were related to my De Long kin.

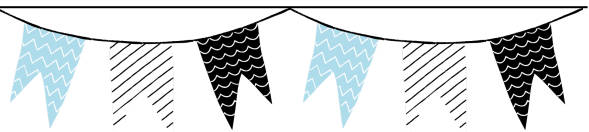
I hoped so, because later biographies would portray him as a man “possessed of many admirable traits of mind and character inherited from a long line of worthy ancestors.”

Furthermore, he was “widely respected for his upright character, genial temperament and engaging social qualities.” That’s a De Long you want in your tribe.

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HOLIDAY PARTY

You're invited to the annual club Holiday Party!

Date: Sunday, December 7, 2025

Time: 12:00pm - 3:30pm (Doors open 11:30am)

Where: Philatelic Library, 2048 S. Pontiac Way, Denver, CO 80224



Show and Tell Topics

Bring a postcard from your collection or find one in the club's boxes that includes the designated monthly topic.

This is optional; if you bring a card there will be time to share it at the meeting.

Jan: Cards postmarked in 1926



Postcard & Paper Show

Come visit the next Postcard & Paper Show!

When:

January 16 - 17, 2026

Where:

Jefferson County Fairgrounds

Time:

Friday, 1/16: 11am - 6pm

Saturday, 1/17: 9:30am - 4pm

General Admission: \$5

Early Bird Admission: \$20

(Friday @ 10:00am Only)

Whats in a Name?

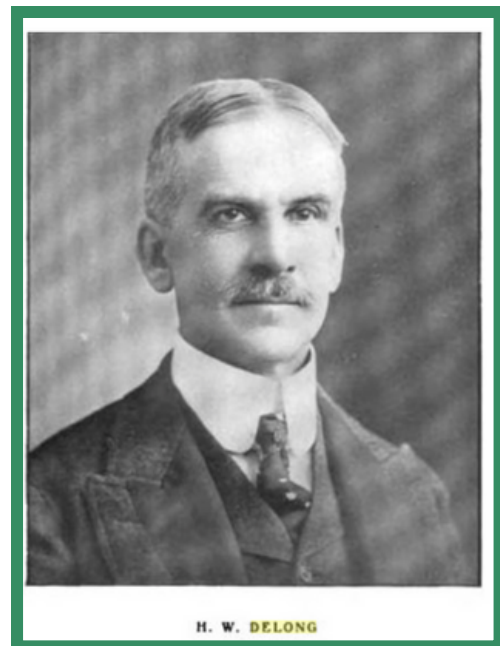
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Hermon De Long was a good-looking man with a steady gaze and strong jaw. Undoubtedly it was just my imagination, but I felt his photo bore some resemblance to my grandfather John De Long's younger photos.

H. W. De Long (b. 23 June 1851 in Honeoye Falls, Monroe Co., NY d. 23 July 1935 in Dansville, Livingston Co. NY) began his education in Dansville, where his parents had moved when he was four years old, receiving excellent instruction at the Dansville seminary. Because public secondary education was rare in those days, he continued his studies in 1868-1869 at Canandaigua Academy, a premier private high school in Canandaigua, NY, where Hermon no doubt boarded. (His father, George Wells De Long, was a successful Dansville manufacturer.) Hermon initially went into business, founding a successful druggist establishment in Dansville with a partner when he was just nineteen years old.

He possessed a love of literature and "general artistic tastes." In 1875, these inclinations led him, with great foresight, to embark in the book and stationery business, opening the successful Dansville Book Store - which over the years excelled in size and scope, much to the surprise of the initially-skeptical elders of Dansville. Stationery, office and school supplies, "fancy goods," books of every kind, and even sporting goods for younger patrons filled this beloved Dansville institution.



Hermon De Long also established a branch of the bookstore at the local Sanitorium. In the early 20th century, stationer De Long published picture postcards – views of local landmarks and byways, beautiful art cards, quality hand-painted Albertypes and fine cards printed in Germany. Some featured his own photography.

Whats in a Name?

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On the back was printed “Published by De Long’s Book Store, Dansville, N.Y.” or “Pub. By H. W. De Long, Book Seller, Dansville, N. Y.” (I felt a certain kinship to see that he wrote De Long with the proper space, the way our family has long written it.)



From its opening on Main Street’s newly-built Maxwell Block in 1875, the De Long Book Store produced an annual Holiday Greeting in the form of beautifully-rendered bookmarks, which I imagine were treasured by its customers. The “10th Annual” markers were dated 1884/5 and featured romantic rural scenes.

In June of 1902, bookseller De Long assumed the editorship of the local newspaper, The Dansville Breeze, also located in the Maxwell Block. He was a founding member of the men’s Literary Club, a weekly gathering for debating current affairs. He made literary contributions to leading magazines.

In his 60s, De Long wrote a charming book, a short, illustrated collection of reminiscences of his happy boyhood in Dansville, which was published in 1913. He facilitated Dansville’s new Bell Telephone service.



Eventually, I solved the mystery of familial connection! I approached it from both ends, bouncing between the 17th and 19th centuries, searching internet genealogy sites from time to time over the course of a year.

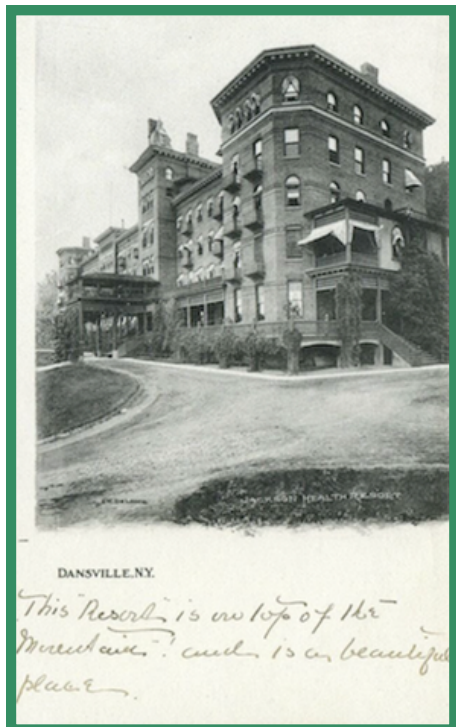
Whats in a Name?

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I learned Hermon's father's name: **George Wells De Long**. I stumbled on someone in my early 18th century ancestral group (a brother of my ancestor) who had a grandson who married one Elizabeth Betsy Wells. Could that be the connection to Wells used as a middle name? I chanced on a Find-A-Grave memorial of George Wells De Long that mentioned his father was Orra De Long. Where had I seen that odd name Orra? The grandson! He had a son named Orra. Back to the 1800s I went... Yes, Orra's mother was Elizabeth Betsy Wells and the connection was made.

The link from our common immigrant 17th c. ancestor, **Arie Fransen De Langet** to Hermon Wells De Long begins with Arie De Langet's son Frans De Lange (b. 1681). Frans was a brother of my ancestor Jan Johannes De Lange. They all lived in New York's Hudson River Valley.



Frans De Lange and his wife Maritje named their first-born son Arie De Lange after his grandfather.

Arie De Lange married Anna Wiltsie in 1734. Their eldest son was Lt. Francis De Long (1740-1820), who fought in the Revolutionary War.

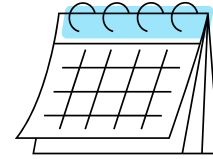
Lt. Francis De Long married Elizabeth Betsy Wells, which initially tipped me off that they might be ancestors of stationer Hermon Wells De Long. The sixth of their ten children was **Orra De Long**.

Orra De Long's son was **George Wells De Long** (1818-1907) who moved to Dansville, NY in 1855 with his wife, his daughter and his four-year-old son, our hero, **Hermon Wells De Long** - who grew up to found De Long's Book Store and produce beautiful postcards.

Hermon Wells De Long lived almost his entire life in Dansville. He married and had two children.

Hermon died in Dansville at age 84 in 1935, having utilized his numerous talents to make lifelong contributions to his family and community and, unbeknownst to him, to a distant cousin who would find a lovely vintage De Long's Book Store postcard almost a century later.

Club Calendar - Plan Ahead!



DECEMBER

12/7 - Holiday
Party

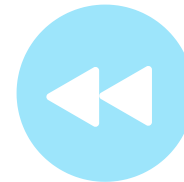
JANUARY

1/11 - Club
Meeting

FEBRUARY

2/8 - Club
Meeting

November Meeting Recap

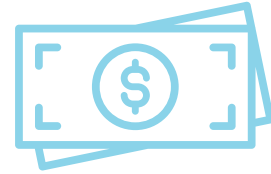


At our November meeting, we welcomed new members and looked through our many boxes of cards.

Wayne gave a short show-and-tell presentation about how he recognized a piece he had from a vintage airplane - and recognized it from a magazine! We also had new door prizes thanks to Debbie and Jenny.



Nov. 2025 Treasurer's Report



Thank you for preparing the Treasurer's Report Beth T. Please review below.

DENVER POSTCARD CLUB
MONTHLY TREASURER'S REPORT 2025

NOVEMBER 2025

	<i>THIS MONTH</i>	<i>YTD 2025</i>
STARTING CHECKING BALANCE	\$11,355.10	\$9,410.60
INCOME		
Membership Dues	\$128.00	\$1,229.00
Sales of Club Postcards	\$255.25	\$2,748.90
Donations for Children Project (includes \$75 from Palmer Lake event)	\$85.00	\$317.00
TOTAL INCOME	\$468.25	\$4,294.90
EXPENSES		
Picnic Food / Event Food		\$275.29
Snacks for Meeting / Honorariums to speakers	\$25.00	\$268.00
Children's Project (stamps)	\$140.00	\$455.00
Supplies (white boxes, club stamps)		\$334.96
National Postcard Week postcard (printing, stamps, mailers)		\$163.33
Newsletter (printing extras for shows)		\$152.40
Meeting Room / Honorarium to RMPL		\$300.00
Website costs		\$23.17
Petty Cash (to make change at meetings)		\$25.00
Taxes (file federal tax return)		\$50.00
TOTAL EXPENSES	\$165.00	\$2,047.15
ENDING CHECKING BALANCE - NOVEMBER 30 , 2025	\$11,658.35	\$11,658.35
STARTING SAVINGS BALANCE		
	\$1,433.68	\$1,433.56
INTEREST	\$0.01	\$0.13
ENDING SAVINGS BALANCE - NOVEMBER 30, 2025	\$1,433.69	\$1,433.69
TOTAL CASH ASSETS	\$13,092.04	\$13,092.04

Prepared by Beth Tallmadge 11/26/2025

Club Contact Information



**2025
Officers**

Liz Franco, President

Deb Simpson, Vice President

Shad Daly, Secretary

Jennifer Simpson, Treasurer

Charles Twomey, Assisting Treasurer

Beth Tallmadge, Membership Chair



EMAIL US:	MEETING SPACE ADDRESS:
denverpostcardclub@gmail.com	Rocky Mountain Philatelic Library 2048 S. Pontiac Way Denver, CO 80224
The Denver Postcard Club Newsletter is published 10 times a year by the Denver Postcard Club, a 501(c)(3) Tax Exempt Organization.	

Thank you for reading! See you soon.



Denver Postcard Club Membership Form 2026

denverpostcardclub@gmail.com

PLEASE PRINT CLEARLY

Mail or deliver completed form with payment to: Beth Tallmadge, DPCC Membership Chair 12561 W Alameda Dr Lakewood, CO 80228-2816

Or bring this form to a Postcard Club monthly meeting (second Sundays at 1pm) at:

Rocky Mountain Philatelic Library (meeting room building)

2048 S Pontiac Way

Denver, CO 80224

Membership includes newsletters, access to club cards for purchase, informative discussions and presentations at meetings, and social events. Family membership members must live at the same address.

Payment methods are **Check or Cash only**. No credit card or app payments.

Make checks payable to **DENVER POSTCARD CLUB**.

Today's Date:		
Name(s):		
Street Address:		
City:		
State:		
Zip:		
	Family Member 1	Family Member 2
Phone (cell/home):		
Email:		
Postcard Topics I like:		

Regular Annual Membership Dues (check one):

Individual - \$15		Family - \$20	
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OPTIONAL Prepaid Lifetime Membership Dues Rates (to avoid annual renewal dues):

Age Range Oldest Member (as of Jan 1)	Under 60		60 – 74		Over 74	
Individual	\$250		\$195		\$60	
Family	\$335		\$260		\$80	

Half Year Dues (First Year New Members **joining after June 30** only) Check one:

Individual - \$8		Family - \$11	
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Supplemental donation for Children's Project work**	\$
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** Denver Postcard Club is classified as a charitable organization under Section 501(c)(3) of the Internal Revenue Code. Donations in excess of membership dues may be tax deductible for certain taxpayers. You will receive a confirmation letter for your donation.

Date Paid:		Check # or Cash:	
NEW/RENEWAL			