

## DEUTSCHES REICHSV ERBAND

Welfare cards bearing the distinctive logo of the Non-profit-making Organisation (Reichsverband) were marketed to support German veterans and combatants of the army and the navy and bore the inscription *Wohlfahrtskarte des Reichsverband zur Unterstützung Deutscher Veteranen E. V. und Kriegsteilnehmer des Heeres und der Marine.*

The origin of the Reichsverband lay in the Franco-Prussian War, (19 July 1870 – 10 May 1871), a war in which a coalition of German states led by Prussia defeated France. The war marked the end of French hegemony in continental Europe and resulted in the creation of the German Empire (1871-1914).



With the declaration of WWI, the organisation was resuscitated. The logo, an Iron Cross with floral embellishment (sp. Convolvulaceae), is inscribed with the years 1870 / 1871 and 1914.

As with the German Red Cross (Deutsches Rotes Kreuz), this organisation also found willing patrons amongst **German Royalty** and **German military hierarchy**. Whether this co-operation was driven by patriotism / nationalism or a form of strategic marketing directed at stamping their authority on the politically unstable and competitive environment that existed within the country is unknown to me.

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