

Artifact of the Month

Tribal Historic Preservation Office

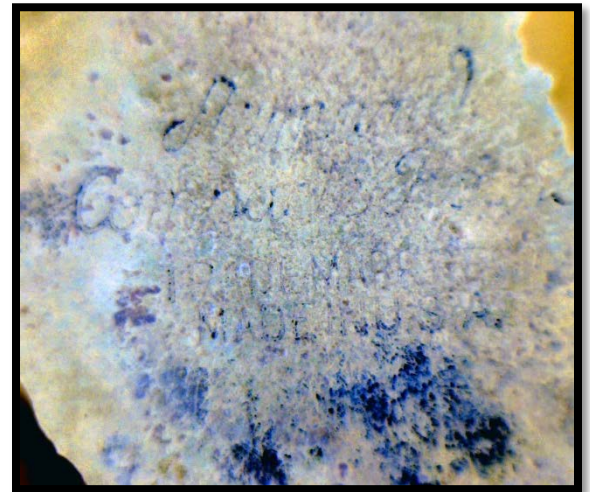
February 2018



THPO #2013.17.29

Recovered in 2013 from the Brighton Reservation, this tin compact was found at a long term Seminole camp site, with an occupation ranging from prehistoric to historic. The remnants of a luxury beauty product, it represents a unique look into Seminole life in the early 20th century.

Manufactured between 1915 and 1950 by the Armand Company of Des Moines, Iowa this tiny scrap of metal is actually a base plate for a rouge makeup 'compact'. Etched on the outside of the base plate, where the powdered rouge would rest, reads "Armand Compacte Rouge Trademarked Made in USA". The letters can very faintly be made out through the corrosion on the outside of the artifact. When an image is posturized, as seen to the right, the inscription becomes much clearer.



The Armand Company was a cosmetics manufacturer that became popular in the early 20th century through their innovation of combining cold cream with pressed powder compacts. By 1927, they were number one in face powder sales in the United States, and had expanded internationally. Their cold cream pressed powder and rouge compacts would have had similar packaging, but rouge compacts like this are much more petite at 4 cm in diameter. With an original price of \$0.50, it would have been a luxurious splurge.

114 5 1929

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... A WAY FOR ME TO REALLY FIND MYSELF,
TO KNOW MY PERSONALITY AND TYPE ...

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"Find Yourself" comes to you free with every \$1 purchase of Armand products, plus the coupon. Try one of these smart new Armand Powder shades: Zanzibar, light, medium for bronches or blanches; Starlight, for day or evening.

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Armand Cold Cream. Face cream, a perfect skin-soothing, for a beautiful skin. 10¢.

Armand Face Powder. A delicate finish to your skin and makes the pores fit.

Armand Lip and Cheek Cream. A wonderful skin cream, keeps your lips and cheeks soft and moist. 20¢.

Armand Skin or Cheek Lotion. A refreshing lotion to keep your skin cool and make the pores fit.

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I have purchased \$1 worth of Armand beauty products. Please present to me my copy of "Find Yourself".

Name: _____ Address: _____

Please send these coupons to The Armand Company, Des Moines.

