



## **SILCA** **Heritage** Pump Stories

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# S.I.L.C.A. - Trademarks of a Pump Empire

By Keith Larson

The Società Italiana Lavorazione Celluloide ed Affini (S.I.L.C.A.) was founded by Felice Sacchi in 1917 just outside of Milan, Italy. The company applied for their distinctive trademark in 1922 for production of bicycle, motorcycle and motor vehicle parts made of celluloid. The unique design was described by SILCA as "in fantasy type and enclosed in a circle" with their 1994 trademark renewal.



Photo Credit: "1922 SILCA Catalog" SILCA Heritage archives

A digital copy of the original 1922 S.I.L.C.A. trademark registration was obtained from the online Central State Archives Series Trademarks records of the Italian Patent and Trademark Office of the Ministry of Industry, Commerce and Crafts. <http://dati.acs.beniculturali.it/>



Reg. dei marchi Vol. 221 N. 99

Reg. Gen. N. 74400

Marchio o segno distintivo *di fabbrica* depositato alla Prefettura di Milano  
*di commercio*

nel giorno 19 del mese di agosto 1922 alle ore 15  
dalla Societa Italiana Lavorazione Celluloide Affini

residente a Milano  
per contraddistinguere parti metalliche di biciclette, motociclette ed auto-veicoli rivestiti di celluloido.

Già registrato \_\_\_\_\_ al N. \_\_\_\_\_  
Con diritto di priorità dal \_\_\_\_\_ data del deposito  
effettuato in \_\_\_\_\_ dello stesso marchio (N. \_\_\_\_\_).




Trascritto il 17 aprile 1922. IL DIRETTORE  
*[Signature]*

Nome e domicilio del rappresentante Bresso B. Bazzucchi

| TRASFERIMENTI            |     |        |             | ANNULLAMENTO |
|--------------------------|-----|--------|-------------|--------------|
| Data della dichiarazione |     |        | CESSIONARIO |              |
| anno                     | mes | giorno |             |              |
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## SOCIETA' ITALIANA LAVORAZIONE CELLULOIDE AFFINI

An Entity of Type : uod

|   |   |
|---|---|
| <u>rdf:type</u>                         | <u>oad:uod</u>  |
| <u>rdfs:label</u>                       | SOCIETA' ITALIANA LAVORAZIONE CELLULOIDE AFFINI   |
| <u>dc:type</u>                          | FABBRICA  |
| <u>dc:date</u>                          | data deposito: 01/08/1922   |
| <u>dc:title</u>                         | SOCIETA' ITALIANA LAVORAZIONE CELLULOIDE AFFINI   |
| <u>foaf:depiction</u>                   |                              |
| <u>oad:has_level</u>                    | <u>item</u>   |
| <u>oad:referenceCode</u>                | MR021809<br>24400   |
| <u>oad:has_accessPointPlace</u>         | <u>ITALIA</u><br><u>MILANO</u>  |
| <u>oad:has_accessPointCorporateBody</u> | <u>C. BUZZICHINI</u><br><u>PREFETTURA DI MILANO</u><br><u>SOCIETA' ITALIANA LAVORAZIONE CELLULOIDE AFFINI</u> |
| <u>oad:date</u>                         | data deposito: 01/08/1922   |
| <u>dc:terms:temporal</u>                | 1922-08-01  |

dall.acs.benicultura.it/oad/uod/Marchi/MR021809

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Photo Credit: The Italian Patent and Trademark Office. 2023

S.I.L.C.A. would directly apply their trademark molded into most of their pumps and accessories until 2013 and in their advertising. Here are some examples from a 1920's catalog of their earliest bicycle pumps with the logo incorporating the Empire shield and an alternative logo of the Empire shield with a dragon, and from their last classic Impero frame pump.



Photo Credit: "1922 SILCA Catalog" SILCA Heritage archives



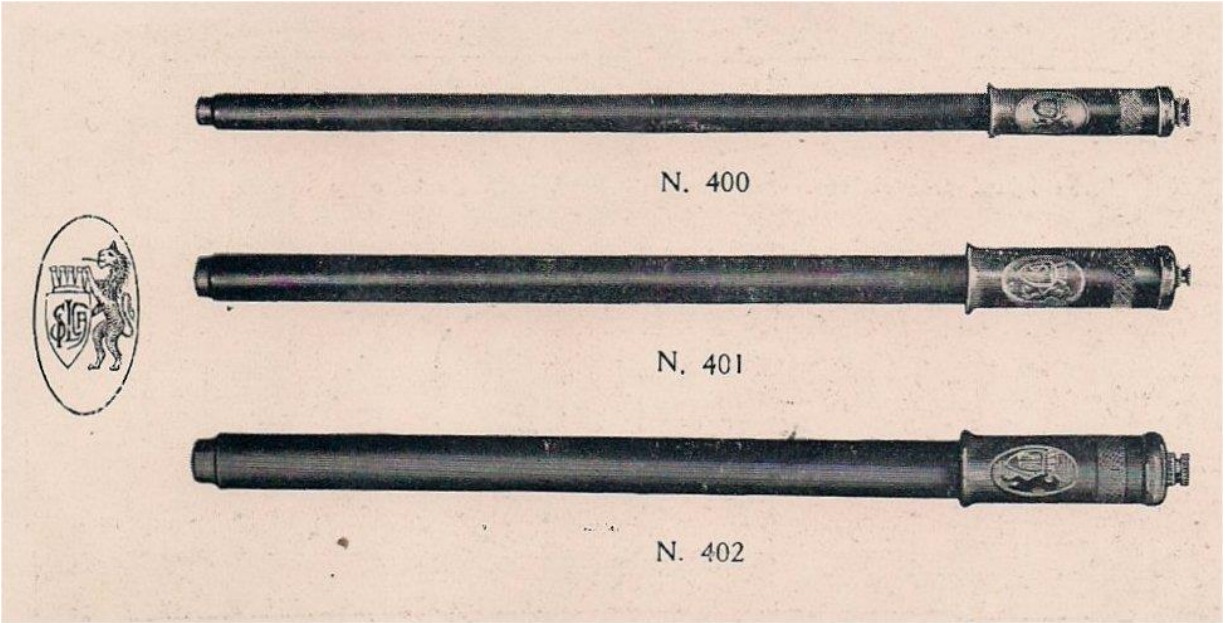


Photo Credit: "1922 SILCA Catalog" SILCA Heritage archives



Photo Credit: "1972 SILCA Impero Frame Pump" SILCA Heritage archives

19. 570

ANNUARIO  
INDUSTRIALE  
PROVINCIA DI  
= MILANO =

« S.I.L.C.A. » - SOC. ITAL. LAVORAZIO-  
NE CELLULOIDE AFFINI - Milano,  
via A. M. Ampère, 114 - Telef.: 287-574  
- Cap. sociale: L. 600.000 - *Pompe e  
manopole di celluloidi per biciclette  
e motociclette; guaina ricoperta per  
comandi Bowden; attacchi per pompa*  
- Esportaz.: Inghilterra, Olanda, Scan-  
dinavia, Belgio, Balcani, America La-  
tina, vicino Oriente.

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Photo Credit: "1978 SILCA Bicycle Shop Decal" SILCA Heritage archives

Photo Credit: SILCA Website accessed 2006, <http://www.silcapompe.it>

During the final years in Italy, the company began to shift to a more modern appearing brand label using only block letters. That distinct block text styling continues today, with the SILCA Empire shield also now modernized since acquisition in 2014 and the trademark renewed by Aerominded LCC located in Indianapolis, Indiana, United States.



Photo Credit: SILCA Website accessed 2016, <https://www.silca.cc>