

Bulletin 269 Pg.19      John Nelson.

In January 1907, on a site of 140 acres at Shepherd's Bush in West London, work commenced on the ground layout, the construction of buildings and the provision of facilities for the staging of the Franco-British Exhibition. Being immediately struck by the clean white appearance of the new Exhibition when it opened on 14th May 1908, visitors affectionately called the area 'The White City', a name which it has retained to this day.

The Exhibition closed on 31st October 1908 but was followed by the Imperial International Exhibition in 1909, the Japan-British Exhibition in 1910 and the Coronation Exhibition in 1911. These were the first of many Exhibitions held at The White City which additionally, through the Stadium constructed for the 1908 Olympic Games, became internationally well known as a venue for sporting and other events.

The creator and Director-General of the exhibitions held at The White City between 1908 and 1914 was Imre Kiralfy who had previously directed exhibitions at Earl's Court staged by The London Exhibitions Limited (Perfin LELd.-L1880.01). To finance the operation Kiralfy formed the International and Colonial Commercial Company Ltd., the name of which was in December 1908 changed to SHEPHERD'S BUSH EXHIBITION LIMITED. This company was eventually wound up on 22nd October 1963 following the disposal over the years of all its assets, including the sale of land to the Hammersmith Borough Council for housing development and to the BBC for its Television Centre.

Although the company was in existence between 1908 and 1963 the evidence coming out of the response to my request for information in Bulletin 269 indicates that their SB/Ex perfin was in use only for a limited period during 1910 and 1911.

I have information on eleven stamps perforated SB/Ex as follows:-

- |        |            |  |
|--------|------------|--|
| KE VII | ½d yell-gn | (2) Both are cancelled SHE in a triangle.  |
| KE VII | 1d red     | (6) One without postmark.<br>Two with C.D.S. Japan/British<br>Exhibition 30 (or 31) May and<br>20 July 1910. |

SHEPHERD'S BUSH EXHIBITION

0720.01 S B / Ex 10, 14 / 10, 9

MY 3 / 10

JAPAN-BRITISH EX.



JU 20  
10

LIGHT GREEN

CORONATION EX

SHE  
(SHEPHERD'S BUSH)  
216 UXBRIDGE ROAD  
LONDON W




JU 27 / 11

Coronation Exhibition, 1911.  
 Industries and Resources of the BRITISH EMPIRE.  
 SHEPHERD'S BUSH, LONDON, W.

**R** Shepherd's Bush  
 No. 237

Guy Francis Laking Esq., M.V.O.  
 St. James' Palace,  
 S.W.



SHEPHERD'S B.  
UXBRIDGE  
216 W

MY 2 / 11

- KE VII     3d Pur/yell     (1) C.D.S. Shepherd's Bush/Uxbridge Rd.  
No. 218 W. 2 May 1911.
- KG V       ½d Downey Hd     (1) Postmark unclear.
- KG V       1d Downey Hd     (1) No postmark.

I am pleased to acknowledge information contained in this article provided by Mike Oxley, David Loydell, Arthur Smith and Ian Hamill and am grateful to Don Knight of the Exhibitions Study Group for helping, by way of his book 'The Exhibitions', to fill in much of the historical background.