

Surname	Merchant
Forename(s)	William John
Initials	W J
Age	26
Honours/Awards	
Date died	07/10/1916
Rank	Second Lieutenant
Regiment	London Regiment
Unit/Squadron	7 <sup>th</sup> Bn.
Service Number	
Cemetery/Memorial	Thiepval Memorial
Grave Reference	Pier and Face 9 D 9 C 13 C and 12 C.
Further Information	Son of William B. and Christina M. Merchant, of 51, Clarendon Rd., Wallasey, Cheshire.



#### News Report

#### Egremont Lieutenant Killed

#### "The Greatest Adventure"

Much sympathy will be felt with Mr and Mrs W.B. Merchant, of 51, Clarendon Road, Egremont, whose son, Second Lieutenant William J. Merchant, of the London Regiment, has been killed in action. The deceased was for five years with the Denbighshire Yeomanry and when war broke out he came from the West Coast, where he acted as agent for the African Association to enlist.

He joined the King Edwards's Horse as a private, and obtained a commission in the London Regiment a few months later. After the severe fighting on October 7<sup>th</sup>, Lieutenant Merchant was officially posted as missing, and hopes were entertained that he might have fallen a prisoner in the hands of the enemy. Unhappily, however, such did not prove to be the case, and official news now places him among those who gave their lives for their country. Lieutenant

Merchant was educated at Xavier's College, Liverpool, and had been in several engagements. In a letter dated from him to one of his relatives, he stated that on the morrow (October 7<sup>th</sup>) he was going on the greatest adventure of his life. This was the day he was killed.

#### References and Acknowledgments

Commonwealth War Grave Commission  
Wallasey Central Library – Reference Library

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