



Major G.C. REID MC

[1894 – 1971]



Major Reid was President of the Club 1947-48

George Crowe Reid was born in Aberdeen, Scotland on 30 December 1894. His father was John Reid [1866-19??] a spirit dealer; and his mother Elizabeth Rae Reid [1866 – 1955]. George's siblings were Margaret [b.1892], John William [b.1896] and Albert Cadenhead [1898-1971]. The family appeared to have been comfortable, as in the 1901 Scotland census they recorded two servants in the household.

It appears that John Reid came to Brisbane in 1911; and that the family followed in August 1913 on the ship *Roscommon*.

George married Edith Amelia Leah (née White) [20 Feb 1897-17 Aug 1971] on 17 January 1922 in Brisbane. They lived at Clayfield. It is not known if they had any children.

We thank the History Interest Group and other volunteers who have researched and prepared these Notes. The series will be progressively expanded and developed. They are intended as casual reading for the benefit of Members, who are encouraged to advise of any inaccuracies in the material.

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Reid may have had some Militia service before enlisting in the AIF.

He enlisted on 10 May 1915 in the 15th Infantry Battalion in Brisbane. His service included the following:

August 1915	Mustered into 7 th Reinforcements, 15 th Battalion Embarked to Middle East on "Shropshire"
2 November 1915	Served at Gallipoli to evacuation 19 Dec 15.
21 November 1915	Promoted Lance Corporal
19 December 1915	Evacuated from Gallipoli
15 February 1916	Promoted Corporal
6 March 1916	Promoted Sergeant
3 March 1916	Transferred to 47 th Battalion on that unit's formation
June 1916	Embarked for France
June 1916	Company Sergeant Major
19 August 1916	Commissioned Second Lieutenant
1 March 1917	Promoted Lieutenant
26 May 1918	Transferred to 45 th Infantry Battalion.
10 January 1919	Promoted Temporary Captain
2 April 1919	Promoted Captain
May 1919	Returned to Australia on "Frankfurt"
21 October 1919	War service terminated

Lieutenant Reid was awarded the Military Cross on 26 July 1918 for action in May 1918.

"For conspicuous gallantry and devotion to duty. As Battalion Intelligence Officer he was making a reconnaissance when the enemy attack developed. Finding a Lewis Gun, whose crew had become casualties, he kept it in action till it was no longer serviceable, checking the enemy's advance. He then took charge of a platoon and organized strong resistance, next he opened up liaison with neighbouring units and sent information back to battalion headquarters. His energy and resource were most marked"

He was also Mentioned in Dispatches in January 1918 for "*distinguished and gallant services and devotion to duty in the field in September 1917*"

Reid may have had some Militia service between the Wars, before enlisting in the Second AIF at Kelvin Grove.

June 1940	enlisted as Major Served in HQ 9 Division in the Middle East Served in 2/25 th Battalion in South West Pacific Area
Nov 1945	discharged as Major 2/25 th Battalion.

He was Mentioned in Dispatches in March 1945 for “*exceptional services in the field in New Guinea*”

George was the Manager of Howard Motors in Adelaide Street for many years. He had worked there as a salesman since 1929 and became a director of the company in 1946.

The Howard Motor & Cycle Company, originally from Rockhampton, opened in Brisbane in 1901 at Darragh's Building Queen Street in the old premises of the 5th Light Horse Comfort Fund. Ten years later it occupied its own four-storey building in Adelaide Street (and a motorcycle and cycle shop in Queen Street) employing over 100 people. The company (later the Howard Motor Company) also had large garages at Ipswich and Toowoomba, and become one of the major automotive dealers and suppliers in the state in the period of 1920-1950.

He joined the Club in 1936. Uniquely, he was President in his first year on the Committee (1947), and Immediate Past President 1949-51.

He served on the Library sub-committee 1950. During the 1950s the Club cricket team was active in the Brisbane competition. The *Major Reid Trophy for Outstanding Performance* was awarded annually.

He also inaugurated the “El Alamein Dinner” for officers of the three services involved in the battle. The dinner was held for many years at the Club on 23 October - the anniversary of the battle.

Major George Crowe Reid died in Brisbane on 7 September 1971 (3 weeks after his wife of 49 years).

Sources included:

- Various web pages
- *United Service Club, Queensland: The First Century, 1892-1992* by Flight Lieutenant Murray Adams and Lieutenant Colonel Peter Charlton
- Club Meeting Minutes, Annual Reports and sundry documents