



Joseph Wilbert Reid Sr

December 4, 1929 - July 28, 2017

Red Oak, NC

Joseph Wilbert Reid, Sr., known to many as “JW”, was born on December 4, 1929, to Mary Broadnax and James Reid when the family resided on Barclay St., in Newark, NJ. He was one of 12 siblings, and attended the Charleston Street Elementary School in Newark until his father’s death when Joseph was 11 years old. After his mother married his wonderful stepfather, James Walker, the family moved to Thompkins St, West Orange, NJ where Joseph attended West Orange High School.

He married the love of his life, Malissie E. Richardson on January 29, 1951 after a 3-week ‘love at first sight’ courtship. They were introduced to each other at Malissie’s grandmother Elizabeth’s home on Christmas Eve 1950, by her cousin Joshua Davis in Hollister, NC. Malissie will forever be his “Honey” and “My Sugar Lump”.

Joseph joined the U.S. Army at 17, and afterwards took advantage of the GI Bill to learn upholstery. He launched Reid’s Interior Decorating & Upholstery in Orange, NJ in 1949. Over 54 years, he and Malissie expanded this successful business, which was later based in West Orange, NJ and Montclair, NJ and served the surrounding community, including a celebrity clientele.

In his early life, his demonstrated talents led him to be a Golden Gloves boxer, and a singer contestant at the famed Apollo Theater in New York City. He was no stranger to hard work, and was an original 'serial entrepreneur'. He shined shoes, operated several hot dog stands, drove a taxi, owned an ice cream vendor business and worked as a postal carrier in Nutley, N.J., where he and Malissie raised their family. He was a Boy Scout Leader, a member of the Kiwanis Club and United Upholstery Guild.

When Joseph's wife Malissie became ill, he became her primary caregiver, learning how to cook and bake the best sweet potato pies, maintain their home, administer her medication and even washed, rolled and styled her hair. He took great care of his wife! He was especially fond of listening to Gospel Music, Frank Sinatra and Nat King Cole and stayed abreast of politics. He loved to travel and the challenge of learning new things, even how to use the latest iphone.

Joseph was very spiritual and always put God first and his love for his family above everything.

Joseph was a dedicated and faithful Deacon at First Baptist Church in Nutley, N.J. and was among several Deacons who put their home up as collateral to help fund church construction. He retired as Deacon Emeritus.

He and his wife retired to Red Oak, NC in 2001 and moved into the home they proudly built, alongside their commercial property 7R Plaza. They became members of the Pine Chapel Baptist Church family in Hollister, NC where he was a member of the choir.

He is survived by his wife, Malissie E. Reid, five children, Malissie L. Reid, Joseph Wilbert Reid, Jr., Melinda R. Gerrard, Anthony D. Reid, Jonathan A. Reid; daughters-in-law Danilova Reid, Lisa Reid; son-in-law Robert Gerrard;

10 grandchildren; 2 great grandchildren; siblings Ruth Veney, Hester Davis, Joel Reid; sisters-in-law Helen Reid, Virginia Reid, Magnolia Richardson, Berlene Richardson, Jean Richardson, Sally Mae Brinson, Eveline Jones, Laura Richardson, Connie Silver; brothers-in-law Delano Richardson, Clinton Richardson, Mark Delano Richardson, John Silver, Milton Brinson and a host of nieces, nephews, family and friends.
He is predeceased by ten of his siblings.

In lieu of flowers kindly send contributions to the Memorial Sloan Kettering Cancer Research Center, in Honor of Joseph Wilbert Reid, Sr.
https://secure2.convio.net/mskcc/site/SPageServer?pagename=donate&donID=11480&_ga=2.224083423.577714712.1501526349-174162904.1501526349

A Viewing for Mr. Reid will be held from 2:00 pm to 3:00 pm, with the Funeral Service following the Viewing, beginning at 3:00 pm on Saturday, August 5, 2017 at Pine Chapel Baptist Church, Hollister, NC.

These professional services have been entrusted to Morgan Funerals & Cremations located at 320 South Glendale Drive, Rocky Mount, North Carolina.

Cemetery Details

Pine Chapel Baptist Church

37571 NC-561
Hollister, NC 27844

Previous Events

Viewing

AUG 5. 2:00 PM - 3:00 PM (ET)

Pine Chapel Baptist Church
37571 NC-561
Hollister, NC 27844

Funeral

AUG 5. 3:00 PM (ET)

Pine Chapel Baptist Church
37571 HWY 561
Hollister, NC 27844
(252) 586-5848 (252)4464841

Tribute Wall

GW

“ J.W. never liked being called "Mr. Reid". I found out, then, how personable he was. He was my "cheerleader". You see, I was active in my political party and he knew it. He would always say to me, "what are you going to do about those darn Republicans"? "I'm telling you, the Democrats need to get 'em outta there"! Each Sunday I saw him, he would say "You know what I have in my bible"? I would always say, "No, whatcha' got?" (knowing full well what he had in there---a photo of a news article of me that had to do with politics). He was always so encouraging at a time when I needed to know that what we were doing was a good thing for our state and our country. He always told me to stay in there because if the good people get out, there will be no one to give those Republicans what they deserve. He was loved by all, especially his church family. He was a good man who adored and doted over his darling wife, Melissa. I adored them both...and still do. I will miss him dearly...but I know he will be cheering me on from the streets of gold. Rest in Peace my friend.

Gwen Wilkins - August 01, 2017 at 06:10 PM

MM

Sorry for the loss of a good friend. When I first met him he was very cheerful and lively young man that's the way he acted like a young man. He was a very nice and well loved man. He will truly be missed always smiling. Mable Mann

Mable Mann - August 03, 2017 at 08:39 PM

DH

So sorry to hear that Joe has left us. He always made me feel so special when in his presence. I will always remember how he videoed Norman and I for our wedding; even before videos became popular. Family: I am so sorry that I can't be with you for his home going, but my thoughts and prayers will be with you. I love you all. Delzora Holley

Delzora Holley - August 03, 2017 at 09:18 PM