Samuel enlisted in the AN&MEF on 11th August 1914 and assigned to H Company. On his Attestation papers he stated he was born in Kirkdughton, Yorkshire, England and was 26 years old. He was a farmer and gave his mother, Mrs Baker, "Boston Spa", Yorkshire as his next of kin. He also stated he had served one year in the Yorkshire Hussars.

On 31st Jan 1915 Samuel transferred to the 3rd Battalion, AN&MEF and posted to A Company. He was given a new service number, 210. On 10th Feb he was promoted to Corporal (extra to establishment) whilst serving in the Post Office and returned to Australia on the Matunga where he was discharged as medically unfit on 30th July 1915 after 324 days service.

George later served with the Imperial Labour Corps (service number 247167) as CQMS. The Labour Corps was established for those who had been rejected for active military service on the grounds of age or medical unfitness.