James Norman Cash was born in Newcastle on Tyne, England on 2 March 1896. He was the only son of James and Mary, and had an older sister, Constance, and a younger sister, Noreen. In 1901 the family was living at Alexandra Road Leicester, and by the 1911 Census, they were at Willesden, Cricklewood NW, Middlesex.

In 1913, James entered HAC, aged just 16, to undertake a course in Experimental Plots. His family was living at 252 Willesden Lane, London, England, and his father was a retired baker. James played College soccer, and left at the end of 1913 to work on a station in Queensland.

James was working as a Jackaroo on a property in Central Qld when he enlisted on 18 August 1916 in the 13th Field Artillery Brigade. He became a Gunner in September 1916, then a Provisional Sergeant that October.

Embarking from Sydney aboard RMS Osterley on 10 February 1917, James arrived in Plymouth, England, on 11 April 1917.

James transferred to the Australian Flying Corps late June 1917. Having qualified as a pilot, James was commissioned, Second Lieutenant, on 10 October. James proceeded to France (by air) on 15 December 1917.

James was 21 years old and was buried in Sailly-Labourse Communal Cemetery Extension, Pas de Calais, France.