Celebrating 100 Years

A Proud Heritage

An Exciting Future
A New Day is Dawning For The Town Of Jay
Enjoy These Scenes From The Past

But Keep Your Eyes On The Future
Like a butterfly in a cocoon, we’re changing.

Happy Birthday To The Town Of Jay.

A Great Place To Live
"A fiery horse with the speed of light, 
a cloud of dust and a hearty 'Hi Yo Silver!'

Return with us now to those thrilling days 
of
The Past
Prices in 1902

Bacon .................. $ .18 Pound

Half Gallon of Milk...... $ .14

Eggs..... $ .25 Dozen

Flour...[5 Pounds]......... $ .13

Pair of Boots....... $ 2.55

Pair of Pants......... $ 3.00
Old Abbott Store in Jay – Circa 1910-1915
First Harrison Merchantile Company  Circa 1920-1925
Downtown Jay ~ Circa 1920
Norred Hotel in Jay – Circa 1915-1920
Jay’s First Telephone Office – Upstairs in the Kent Building - 1951

The Bray-Carroll Service Station – Circa 1954
Billy Martin, Buddy North, J.D. Bray & Ice Cream man
Neal Merchantile Company ~ Circa 1938

Northwest Corner of Highway 4 and Commerce Street
Harrison Mer. Co ~ Circa 1935
Southwest Corner of Highway 4 and Commerce Street
Cotton Gin in Jay – Circa 1935 - 1940
Logging On Pine Level
Logging Days
Typical Escambia River Ferry
Jernigan Home – Built circa 1850 – Located on Pollard Road
The R.C. Wagoner Theater – Jay, Fl – Opened 1939-1940
The Nalls Home ~ Highway 197 – First Floor Still Standing And In Use Today –Built circa 1915
The J P Kent Building – Circa 1950
Early Pioneers

Erwin Morris
Early Sawmill
Mineral Springs Bridge
Three Children, a Baby and a Dog

Typical Family Setting in Santa Rosa County
Typical Farm House
Early School Bus
1948 Jay Town Team

1st Row- Ralph Sasser, Castlelow, James Owens, ?, Earl Hawthorne, L.V. Campbell, Bob Mixon

2nd Row - T.B. Tolleson, J.D. Bray, C Boy Cannon, Bunk Hawthorne, Berlie Lashley, Joe Westmoreland

3rd Row- Buckner, Buckner, Fred Sasser, John Pitman, Slim Settles, R.G. Daugett, Bernice Linzy, Coach North. Bat Boy – Buddy North
1931 - First Boy’s Basketball Team – Jay High School

L-R Hamond Hudson, Lloyd Shell, Terrell Diamond, Red Hawsey, I.V. Polk
Class of 1947 – Jay High School
Senior Class of 1941 – Jay High School
Jay Elementary School – Year Unknown
Classes at old wooden School in Jay - Circa 1924-1925
Jay School Building About 1925 – 7th Grade
1943 – Jay High School Football Team - Undefeated
Tribute to Coach Merle V. North
First Football Coach at Jay High School
Members of Jay High School's undefeated 1943 football team were recognized Tuesday night at the Annual All Sports Banquet. Pictured from left, first row are: J.C. Booker, Cliff McArthur, Tobie Johnson, Edsol Smith, Charlie Youngblood, Fred Sasser and Coach Merle North; second row, Hoyt Martin, James Jordan, Curtis Bohannon, Clarence Smith, George Wolfe and Elrod Searcy.
Jay's first

Members of Jay High School's first football team, the Class of 1931, recognized Tuesday night at the Annual All Sports Banquet are from left, first row: Bill Carr, Curtis Jackson and Doug Polk; second row, Curt Cannon, Coach Merle North, Willie Junior Dobson and Pete Lowrey.
Jay football era began in early 30's

Quarterback recalls the early days

By TOM PATTON
Staff Writer

(Vic Campbell's Press Gazette article, which appeared in the June 1 issue, covered the beginning of the Jay High School football program in the early 1930's. For a sequel to Campbell's article, I arranged an interview with Ray Wise, who quarterbacked the 1934-35 team. Wise, from his memory, supplied me with most of the information for this follow-up).

Wise played on the 1932-33 and 1933-34 Jay teams under Coach Merle North, and the 1934-35 squad under the reign of Bud Hall. Wise was a sub the first year, first team the next year, and quarterback and team captain during the '34-'35 season.

THERE WAS NO separate offensive and defensive teams during the '30's. Participants played both ways.

In November, 1933, the Jay High School building burned down. Students who would have graduated at the end of the 1933-34 term were given the opportunity to complete their senior year by attending classes being conducted in Jay churches. Most of the class did.

Members of the 1933-34 football team were ruled eligible to play another year, since none had played four years.

FIVE FIRST TEAM SENIORS decided not to graduate in 1934, but to wait, attend school in the new building, and thereby be seniors in the 1934-35 class. These seniors included: Oliver Parish, tackle; and backfield players Gower McKenzie, Doug Polk, Mac Campbell, and Wise.

This team went undefeated in the 1934-35 season. The last game of the year was played in Milton on Thanksgiving day, a rivalry that already was becoming traditional.

According to Wise, there were relatively few cars in Jay in the mid-thirties, but it seemed like most of them made their way to Milton for the afternoon confrontation. Jay went on to defeat Milton 8-6 in the intra-county rivalry.

"WE WERE HARD TO BEAT," said Wise. "Parish was a strong guy that got called for unnecessary roughness at times," he remembers about his teammate.

The ex-Jay quarterback said he remembers playing in Crestview where there were sand spurs on the field; in Regon where the playing field was not level; and in Cutcherville, a field evidently converted from a cow pasture.

WISE RECALLED one Friday afternoon when the team was boarding the school bus for an away game. "Don't forget the importance of getting the jump on the other team and making the initial charge," Professor Gross, principal, said to him.

Wise replied, "that's right "prof" (Gross was always called "prof"), but no doubt someone has told the other team that also." Jay won that game.

COACH NORTH won the respect and admiration of players, students, parents and fans for his work with young athletes, including basketball and other sports. Even after retiring from teaching and coaching, North is still recognized and well-liked throughout the Jay community.

Jay's football field—Merle V. North Field—is named in honor of Jay's first football coach, first in more ways than one.

Ray Wise, 1934-35 Jay QB

PJC Athletes receive awards

Five Pensacola Junior College athletes have been selected to receive 1988-89 Academic All-State/All-Region awards from the Florida Community College Activities Association and the National Pirate softball.

The students are achieving a cumulative average between participating in athletics.

1944 Undefeated Jay Football Team