

James-Keys Hotel



Photo by Andrea Clark

James-Keys Hotel, 409 Southside Avenue, at the intersection with "Death Alley."

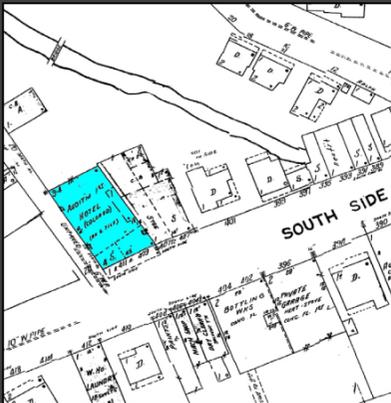


Photo by Andrea Clark

This hotel for African Americans was first listed in the Asheville City Directory of 1945/46, owned by Mason W. James and Louis Keys. Prior to opening the hotel, James managed a pool room at 22 Eagle Street called Blue Moon Billiard Parlor, which became the Slow Recreation Parlor in 1943. In that year James' wife Callie ran the Harlem Sandwich Shop at 34 Eagle Street. After opening the hotel sometime around 1945, James continued to be involved with the pool hall, also operating the Mason James Booking Agency. This was probably connected with the dance hall and theatre referenced on the sign painted on the side wall of the hotel. The James-Keys Hotel was run for twenty more years by his wife, Callie L. James, until 1973. It was demolished as part of the City of Asheville's East Riverside Redevelopment

Noted national performers played there, including James Brown and Aretha Franklin, as well as popular local musicians such as Clifford Cotton and The Untils.



This historic marker is part of the *Southside Heritage Trail* along the *Town Branch Greenway*, made possible by the City of Asheville and the Federal Transit Administration, 2014



This area in 1968



1 421-427 Depot Street
421 - Southern Shoe Shop

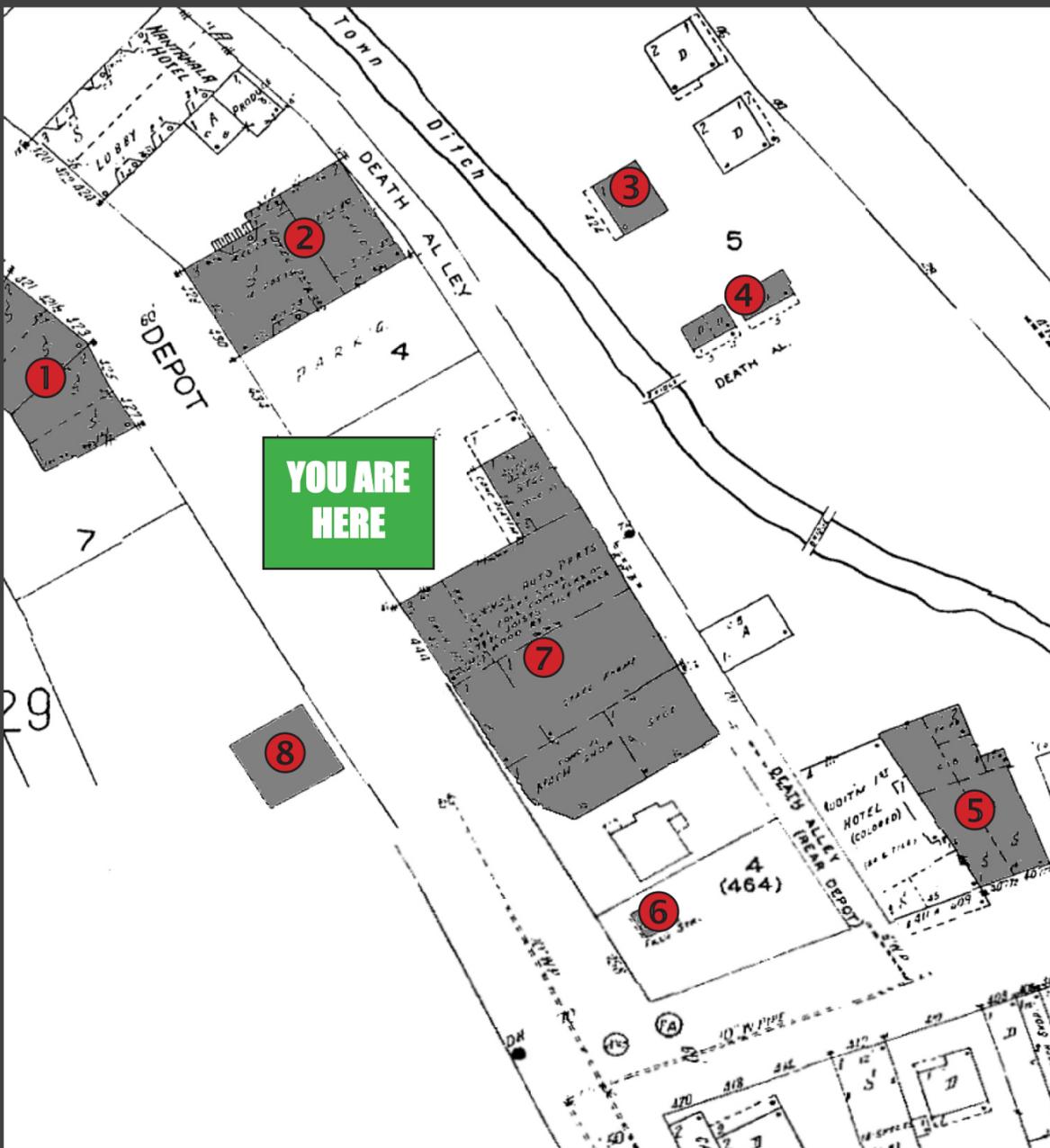


2 428 Depot Street
O. K. Cash Grocery



3 44 Ralph Street, rear

Photos from the Housing Authority
of the City of Asheville Archives
in the D. H. Ramsey Library Special Collections,
UNC-Asheville



4 28 Ralph Street, rear



5 405-407 Southside Avenue
C. P. Grocery



8 449 Depot Street
Café Society Restaurant



7 446-448 Depot Street
Railway Express Agency Auto Supply



6 444 Depot Street
Sams 66 Service