

DATA SHEET

Form 10-300
(Rev. 6-72)

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES INVENTORY - NOMINATION FORM

(Type all entries - complete applicable sections)

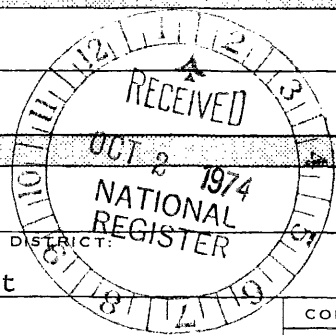
STATE: <div style="text-align: center;">Wyoming</div>
COUNTY: <div style="text-align: center;">Laramie</div>
FOR NPS USE ONLY
ENTRY DATE: <div style="text-align: right;">APR 14 1973</div>

1. NAME

COMMON:	Everett V. Hall Home
AND/OR HISTORIC:	Moreton Frewen House <i>u.s. hall</i>

2. LOCATION

STREET AND NUMBER: <div style="text-align: center;">506 East 23rd Street</div>			
CITY OR TOWN: <div style="text-align: center;">Cheyenne</div>		CONGRESSIONAL DISTRICT: <div style="text-align: center;">First</div>	
STATE: <div style="text-align: center;">Wyoming</div>	CODE: <div style="text-align: center;">56</div>	COUNTY: <div style="text-align: center;">Laramie</div>	CODE: <div style="text-align: center;">021</div>



3. CLASSIFICATION

CATEGORY <small>(Check One)</small>	OWNERSHIP	STATUS	ACCESSIBLE TO THE PUBLIC
<input type="checkbox"/> District <input checked="" type="checkbox"/> Building <input type="checkbox"/> Site <input type="checkbox"/> Structure <input type="checkbox"/> Object	<input type="checkbox"/> Public <input checked="" type="checkbox"/> Private <input type="checkbox"/> Both	Public Acquisition: <input type="checkbox"/> In Process <input type="checkbox"/> Being Considered	<input checked="" type="checkbox"/> Occupied <input type="checkbox"/> Unoccupied <input type="checkbox"/> Preservation work in progress
PRESENT USE <small>(Check One or More as Appropriate)</small>			
<input type="checkbox"/> Agricultural <input type="checkbox"/> Commercial <input type="checkbox"/> Educational <input type="checkbox"/> Entertainment	<input type="checkbox"/> Government <input type="checkbox"/> Industrial <input type="checkbox"/> Military <input type="checkbox"/> Museum	<input type="checkbox"/> Park <input checked="" type="checkbox"/> Private Residence <input type="checkbox"/> Religious <input type="checkbox"/> Scientific	<input type="checkbox"/> Transportation <input type="checkbox"/> Other <small>(Specify)</small> <hr/> <hr/>
Yes: <input type="checkbox"/> Restricted <input type="checkbox"/> Unrestricted <input checked="" type="checkbox"/> No			

4. OWNER OF PROPERTY

OWNER'S NAME: <div style="text-align: center;">Mr. and Mrs. Everett V. Hall</div>		
STREET AND NUMBER: <div style="text-align: center;">506 East 23rd Street</div>		
CITY OR TOWN: <div style="text-align: center;">Cheyenne</div>	STATE: <div style="text-align: center;">Wyoming</div>	CODE: <div style="text-align: center;">56</div>

5. LOCATION OF LEGAL DESCRIPTION

COURTHOUSE, REGISTRY OF DEEDS, ETC.: <div style="text-align: center;">Laramie County Courthouse, City and County Building</div>		
STREET AND NUMBER: <div style="text-align: center;">308 West 19th Street</div>		
CITY OR TOWN: <div style="text-align: center;">Cheyenne</div>	STATE: <div style="text-align: center;">Wyoming</div>	CODE: <div style="text-align: center;">56</div>

6. REPRESENTATION IN EXISTING SURVEYS

TITLE OF SURVEY: <div style="text-align: center;">Wyoming Recreation Comm. Survey of Historic Sites, Markers & Mon.</div>		
DATE OF SURVEY: 1967 (1973 revised) <input type="checkbox"/> Federal <input checked="" type="checkbox"/> State <input type="checkbox"/> County <input type="checkbox"/> Local		
DEPOSITORY FOR SURVEY RECORDS: <div style="text-align: center;">Wyoming Recreation Comm., Historic Division</div>		
STREET AND NUMBER: <div style="text-align: center;">604 East 25th Street</div>		
CITY OR TOWN: <div style="text-align: center;">Cheyenne</div>	STATE: <div style="text-align: center;">Wyoming</div>	CODE: <div style="text-align: center;">56</div>

SEE INSTRUCTIONS

STATE:

COUNTY:

ENTRY NUMBER

DATE

FOR NPS USE ONLY

7. DESCRIPTION

CONDITION	(Check One)					
	<input checked="" type="checkbox"/> Excellent	<input type="checkbox"/> Good	<input type="checkbox"/> Fair	<input type="checkbox"/> Deteriorated	<input type="checkbox"/> Ruins	<input type="checkbox"/> Unexposed
	(Check One)			(Check One)		
	<input checked="" type="checkbox"/> Altered	<input type="checkbox"/> Unaltered	<input type="checkbox"/> Moved	<input checked="" type="checkbox"/> Original Site		

DESCRIBE THE PRESENT AND ORIGINAL (if known) PHYSICAL APPEARANCE

The original Moreton Frewen House was a small, one storied affair built of bricks to a thickness exceeding one foot in outside walls. The overall dimensions, including a full front porch extending a short distance down each side, were approximately 55' x 36'. The house had two large bay windows on the front (south end) which gave light to the living room and the library; two more on the west side opened on the living room and dining room respectively. A central hall led off the front porch and extended to the kitchen, the last room at the rear. Off this hall on the west were two doors, the first entering into the living room the second into the dining room. On the east side of the hall the first entrance opened into the library and the second into the house's only bedroom; between the library and the bedroom, with a door opening into each, was the bathroom. Apparently all rooms were originally built to a 12 foot ceiling height.

Presently the Hall's home (Frewen House historically; Hall Home today) presents several alterations from the building's original appearance. The open porch is gone from the front, replaced by a multi-windowed sun porch which extends from the southwest corner to beyond the original front door. This sun porch encloses the former location of the west-most front bay window, that window and its bay having been removed and replaced by French doors. Formerly the kitchen stood alone at the back of the house, leaving an open space L on either side—the widest one to the west. Now this west L (see floor plan addendum to this section) has been filled by an added bedroom and bath complex in which the ceiling height is 10 feet. The ceiling has also been lowered to 10 feet in all the rest of the house except the hall, the living room and the dining room where the original 12 foot height is retained. Also, the library has now been converted to a third bedroom. The thick brick walls have been covered—evidently about 1918 to 1920—by a coat of stucco resulting in an exceptionally warm, easily heated house; on the other hand the high ceilings and same thick wall insulation make for a cool house in the summertime.

A few other observations seem worthy of mention. When this house was built in the early 1880's it was beyond the street lines of the then quite small city—in fact it was known as the "house by itself on a hill". Then, when 23rd Street was established and residences began to form a line slightly back from the curb, this house, standing so deep in its lot that its back rested tight against the alley, was out of line with all of the others. So it stands today, far back behind a lengthy sweep of lawn.

Within the house the dining room is probably the most arresting place. Mr. Frewen imported for this room a leatherette type wall paper in raised, attractive and intricate design. This was installed and then set off in panel pattern by broad, dark-red strips of wood. Thanks to loving care by Mr. and Mrs. Hall and perhaps by previous owners, this decorative finishing appears as fresh and perfect today as though the work was only just completed. There exists in this room a fireplace which uses a common chimney

SEE INSTRUCTIONS

8. SIGNIFICANCE

PERIOD (Check One or More as Appropriate)

<input type="checkbox"/> Pre-Columbian	<input type="checkbox"/> 16th Century	<input type="checkbox"/> 18th Century	<input type="checkbox"/> 20th Century
<input type="checkbox"/> 15th Century	<input type="checkbox"/> 17th Century	<input checked="" type="checkbox"/> 19th Century	

SPECIFIC DATE(S) (If Applicable and Known)

AREAS OF SIGNIFICANCE (Check One or More as Appropriate)

<input type="checkbox"/> Aboriginal	<input type="checkbox"/> Education	<input checked="" type="checkbox"/> Political	<input type="checkbox"/> Urban Planning
<input type="checkbox"/> Prehistoric	<input type="checkbox"/> Engineering	<input type="checkbox"/> Religion/Philosophy	<input type="checkbox"/> Other (Specify)
<input type="checkbox"/> Historic	<input type="checkbox"/> Industry	<input type="checkbox"/> Science	_____
<input checked="" type="checkbox"/> Agriculture	<input type="checkbox"/> Invention	<input type="checkbox"/> Sculpture	_____
<input checked="" type="checkbox"/> Architecture	<input type="checkbox"/> Landscape	<input type="checkbox"/> Social/Humanitarian	_____
<input type="checkbox"/> Art	<input type="checkbox"/> Architecture	<input type="checkbox"/> Theater	_____
<input checked="" type="checkbox"/> Commerce	<input checked="" type="checkbox"/> Literature	<input type="checkbox"/> Transportation	_____
<input type="checkbox"/> Communications	<input type="checkbox"/> Military		
<input type="checkbox"/> Conservation	<input type="checkbox"/> Music		

STATEMENT OF SIGNIFICANCE

SEE INSTRUCTIONS

This house although soundly built, carefully kept and distinguished by age is not especially significant in its own right—not for any singularity of architecture, exceptionalness of material nor peculiarity of historic episode. On the other hand, through its original owner and first tenant, Moreton Frewen, it stands a symbol of a connection once existing between two widely disparate historic movements. The first of these was a major era in the evolvement of modern Britain; the second merely a phase of transition on the fast moving American frontier, albeit one that has long held the interest of a wide and diversified audience.

The relevant British historic era concerned the decline of agriculture and rise of industry, commonly known as the Industrial Revolution; the American transition phase concerned the first stage of settlement on the western high plains, commonly known as the Cattleman's Frontier. Moreton Frewen, scion of country gentry dating from the Norman Conquest, was caught in the land-wealth crushing climax of the first and pushed himself too late into the frenzied speculative climax of the latter. He well might have been selected as the type specimen for unnumbered younger sons of European landed aristocracy who, finding their class losing a last desperate hold on the direction and the lion's share of national wealths, turned to other horizons. But these younger sons entered diverse fields and matured in diversified forms, if Moreton Frewen was typical when standing on the threshold of his career that threshold was evidently as far into life as the type held true.

Even as late as the 1870's a country squire possessing ample holdings could provide more than a pittance for a younger son. Actually a settlement ample to provide a less extravagant man a handsome annual income was made on Moreton Frewen. But between his version of student life and the social whirl of a fox hunting and horse racing society (horses were terrifically expensive) young Mr. Frewen's capital was about exhausted by the time when (due, no doubt, more to intelligence than effort) he was granted a degree by Cambridge University. He had money sufficient to cover one more season of fox hunting, a sport at which he excelled, and one more colossal bet at the races, a bet not unexpectedly lost.

9. MAJOR BIBLIOGRAPHICAL REFERENCES

Andrews, Allen. The Splendid Pauper, J. B. Lippincott Co.; Philadelphia and New York, 1968.

Frewen, Moreton. Melton Mowbray and Other Memories, The Mayflower Press; Plymouth, England. William Breddon and Son Ltd., 1924.

10. GEOGRAPHICAL DATA

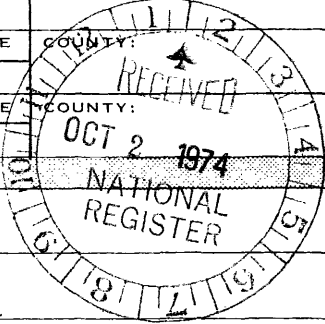
LATITUDE AND LONGITUDE COORDINATES DEFINING A RECTANGLE LOCATING THE PROPERTY				O R	LATITUDE AND LONGITUDE COORDINATES DEFINING THE CENTER POINT OF A PROPERTY OF LESS THAN TEN ACRES							
CORNER	LATITUDE				LONGITUDE							
	Degrees	Minutes	Seconds	Degrees	Minutes	Seconds	Degrees	Minutes	Seconds			
NW	0	'	"	0	'	"	41°	08'	29"	104°	48'	47"
NE	0	'	"	0	'	"						
SE	0	'	"	0	'	"						
SW	0	'	"	0	'	"						

13/515710
4554270

APPROXIMATE ACREAGE OF NOMINATED PROPERTY: Less than 1 acre

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE:	CODE	COUNTY	CODE
STATE:	CODE	COUNTY:	CODE
STATE:	CODE	COUNTY:	CODE
STATE:	CODE	COUNTY:	CODE



SEE INSTRUCTIONS

11. FORM PREPARED BY

NAME AND TITLE: Nedward M. Frost

ORGANIZATION: Wyoming Recreation Commission DATE: May 30, 1974

STREET AND NUMBER: 604 East 25th Street

CITY OR TOWN: Cheyenne STATE: Wyoming CODE: 56

12. STATE LIAISON OFFICER CERTIFICATION **NATIONAL REGISTER VERIFICATION**

As the designated State Liaison Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service. The recommended level of significance of this nomination is:

National State Local

Name Paul H. Westedt
Paul H. Westedt

Title Historic Preservation Officer

Date May 31, 1974

I hereby certify that this property is included in the National Register.

[Signature]
Director, Office of Archeology and Historic Preservation

Date 4/14/75

ATTEST:

[Signature]
Keeper of the National Register

Date APR 9 1975

**NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY - NOMINATION FORM**

STATE	
COUNTY	
FOR NPS USE ONLY	
ENTRY NUMBER	DATE
	APR 14 1975

Hall Home

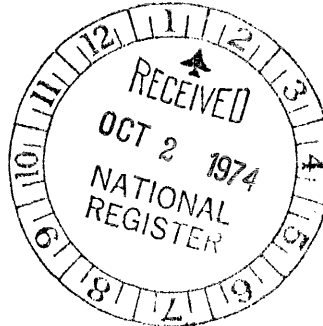
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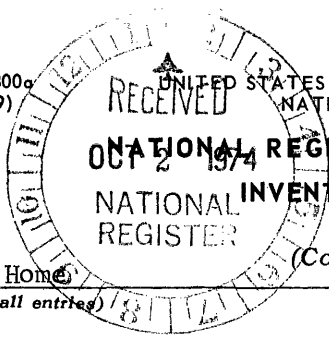
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Physical Appearance - 2

with one that faces into the living room. The latter is framed by carved
woodwork as intricate in design and as fresh and perfect as is the 90 years
old wallpaper in the dining room.

Mr. Hall, now retired, was for many years a teacher of manual arts, parti-
cularly woodwork, in the Cheyenne school system. No doubt that fact has
more than a little to do with the beautiful state of preservation which so
singularly marks this fine old home.





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INVENTORY - NOMINATION FORM

(Continuation Sheet)

STATE	
COUNTY	
FOR NPS USE ONLY	
ENTRY NUMBER APR 14 1975	DATE

Hall Home

(Number all entries)

Statement of Significance - 2

Frewen, in his early twenties, was broke but he was not entirely without a resource. His social standing gave him entrance to almost any important door almost anywhere in the world and, once received, his native intelligence and personality insured that he would be invited to call again. He now commenced a career of promotion and speculation based on the premise that, whatever happened to other people and their money, surely Moreton Frewen would continue to lead the life of a gentleman.

He was attracted by developments in the American west where, since the Civil War, a white pastoral society and its domesticated—or at least semi-domesticated—cattle were filling a high-plains grassland left vacant by Indians forced into reservation life.

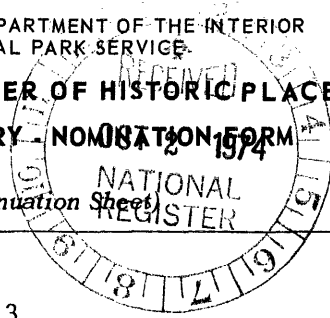
Moreton Frewen arranged for some capital backing and formed a partnership with an older brother, Richard, who had better guarded his own financial settlement. He then organized several friends into a party for a big game hunting expedition to Wyoming, typically not failing in the course of the westward rail journey to pause for a social visit with General Phil Sheridan during which he broached the subject of hunting Indian lands. Sheridan would not grant entry into the still troubled Powder River Country, instead advising the hunters to go northwest from Fort Washakie into the Bighorn Basin. At Fort Washakie, when the hunt had ended in December 1878, the Frewen brothers bade goodbye to their friends and then headed for a difficult winter crossing of the Bighorn Mountains, descending, against Sheridan's admonishments, on the eastern side. There, not far from the present town of Kaycee, on the Powder River where Indian warfare had blazed its fiercest over the past decade, they located, at the beginning of the year 1879, their Frewen Brothers Ranch otherwise known—for its brand—as the Seventy Six.

This was an excellent location. Besides possessing many natural advantages it was excellent because up to this time this country, lying north of the North Platte River, had been Indian hunting grounds from which cattlemen were excluded by formal treaty. Now the Indians and the bison were either gone or going and the grass grew thick and tall across uncropped range lands. The Frewens were in on the ground floor of an opulent new open-range prospect. Before the summer of 1879 was well started they had freshly branded "76 cattle" on that range and within a year had line-camps established as distant as a hundred miles to the north—up to and even across the border of Montana Territory.

But that was the size of it, what the Frewen Brothers had was only a new range and it didn't belong to them it belonged to the Federal government—it was free, open-range. Already, for a decade in time and only a short distance to the south, the Cattleman's Frontier had been thriving; had been throbbing

NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY - NOMINATION FORM

(Continuation Sheet)



STATE	
COUNTY	
FOR NPS USE ONLY	
ENTRY NUMBER	DATE
APR 14 1975	

Hall Home

(Number all entries)

Statement of Significance - 3

and probing against a "policy" maintained, expansion limiting and vastly unpopular northern boundary. Within a year the "76 cattle" had plenty of competition, from other cattle carrying other brands, for the free grass growing in the Powder River Country.

It has been said the Cattleman's Frontier was founded on speculation. Because a cowman could buy a lightweight Texas yearling or two year old for ten dollars, fill it out for another year or two on free Wyoming grass and sell it for forty dollars, there is a basis of truth in that statement. In fact, prior to the 1880's, some people possessing no more than a superficial understanding of open-range livestock operations had made a quick fortune and then had been smart enough to withdraw. It was, of course, news of such successes that had attracted young men like the Frewens to Wyoming and neighboring territories, had indeed attracted a great deal of other capital from older and more experienced eastern and European sources.

For the early arrivals, seasoned stockmen and alert speculators, everything had been favorable. There was plentiful range on which to expand, rainfall brought luxuriant growth of grass while winters were mild and killing blizzards held in abeyance; there was a cheap source of supply and a strong market with high prices awaiting the finished product. Secure in this knowledge the brothers built, in manor style, a large ranch house which cowboys immediately dubbed Frewen Castle. There they headquartered their ranch operations and conducted open house for friends from England, big game hunters and merely sight-seeing visitors.

During the first winter or two Richard Frewen remained at the ranch managing day-to-day operations while Moreton traveled to New York, London and other places on promotional and social affairs. It was at this time, in New York, that he married one of the socially prominent Jerome sisters; another sister of that family having previously married the rising young statesman Lord Randolph Churchill. Thus it happened that Moreton Frewen became uncle-in-law to a later England's greatest man, Sir Winston Churchill. Mrs. Moreton Frewen, pregnant when she arrived at her new home, Frewen Castle, later suffered a mishap, a resultant miscarriage and a difficult and dangerous return to civilization where, in New York, she was sometime regaining her health. She never returned to Wyoming; she did stick by Moreton Frewen for a lifetime marriage—an accomplishment requiring a strong sense of duty in addition to lasting love.

By 1881, 1882 at the latest, tell-tale signs meaningful to the observant indicated that the bonanza of open-range and free grass had commenced to play out, that the speculative bubble might burst at any time. Wise speculators were withdrawing. For the dedicated western stockman it was a time,

NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY - NOMINATION FORM

(Continuation Sheet)



STATE	
COUNTY	
FOR NPS USE ONLY	
ENTRY NUMBER	DATE
	APR 14 1975

Hall Home

(Number all entries)

Statement of Significance - 4

as he might have expressed it, "to take another look at your hole card; to pull in your horns, cut unnecessary expenses and hump for a long hard pull". Some of them made it! Some of the ranches that those resolute ones then built from the shambles of the Cattleman's Frontier are cited today as examples of Wyoming's most solid and valuable assets. But "humping for the long, hard pull" wasn't Moreton Frewen's style. He couldn't have so performed had he tried. For him the way out of difficulty was more of the same; more speculation aimed at achieving a coup.

For Wyoming and surrounding range lands Cheyenne was the cattleman's capital; and there in Cheyenne the Cheyenne Club epitomized the cosmopolitan social and business relationships which so strikingly marked a briefly blossoming frontier phenomenon. Moreton Frewen, a club man to the core, had joined and made himself a favorite in this association while still getting his ranch started. Now, in 1881 and 1882, he was spending more and more time in Cheyenne in the promotion of various schemes to strengthen a cattle market no longer so vibrant as it had been only a year or two earlier.

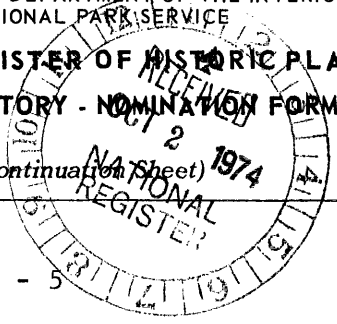
It was during this period that he built and occupied, between visits to the Powder River Ranch, New York and England, the house which is the subject of this nomination. Actually, alongside of mansions built by earlier and already successful livestock men, this wasn't an expensive or pretentious home. In fact the house only demonstrates good taste and determination not to sacrifice grace and comfort merely to lighten cost; the distasteful fact is that the cost was evidently paid with promoted, not earned, dollars. Anyway, here Moreton Frewen sometimes lived and entertained. So it is said, here was held Cheyenne's first fashionable lawn party, the ladies being presented posies brought one hundred miles from Denver by a hard riding cowboy. Since Cheyenne then enjoyed direct rail connections with Denver one wonders why the cowboy, but the story is typical of other stories relating to the remarkable Mr. Frewen.

Throughout these years, up until the savage winter of 1886-1887 which completed his ranching ruin along with that of many others, Moreton Frewen was conducting a multi-phase operation. For one thing, his brother Richard had grown disenchanted with the cow business—had perhaps succumbed to "cabin fever" despite the castle home on the Powder River—and returned to England. This had resulted in the organization of a London company owning the Seventy Six operation wherein Moreton Frewen, although the operating partner, could not realize any profit from sale of the holdings until par value of all other shares had been paid in full. Frewen spent most of his time attempting to alleviate adverse market and shipping factors. He schemed to build a packing and cold storage plant on Sherman Hill west of Cheyenne. England was rich and imported beef but favored her own overseas dominions. Frewen frequently visited London, Ottawa and Washington in the interest of lightening tariff

NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY - NOMINATION FORM

(Continuation Sheet)

2 1974



STATE	
COUNTY	
FOR NPS USE ONLY	
ENTRY NUMBER	DATE
APR 14 1975	

Hall House

(Number all entries)

Statement of Significance - 5

acts and removing regulations prohibiting importation of live American cattle into Great Britain. He worked on another scheme—before its time was ripe, as so often he was ahead of events—for shipping livestock through the Great Lakes and St. Lawrence direct to England. He even promoted a port city, Superior, Wisconsin, which did eventually arise but, as usual, after he had been squeezed out of any chance for profit.

After the winter of 1886-1887 the results of Moreton Frewen's work in Wyoming were entirely swept away. Probably this house in Cheyenne was one of the few tangible values upon which a return was possible.

Moreton Frewen went back to live in England but not to give up his promotional wanderings which took him to India, Australia, Africa, Canada and back to the United States several times. He even was back in the Rocky Mountain West, although to pursue mining wealth rather than a ranching fortune. Wherever he went he found contacts in the highest circles of government and industry. In Washington, New York, Ottawa, Toronto, New Delhi, Bombay, Canberra and Pretoria he was known almost as well as he was in London. Presidents, Viceroys, Governors General, Cabinet Members and Industrialists bade him welcome.

As for funding he got it where he could—seldom from recognized houses of finance which were one class of institutions where he was not so welcome a caller. He got it from his friends and peers and always, somehow, from members of his own large family. After losing another brother's fortune, one who needed his private income to maintain a promising military career, that one's messmates dubbed him "Mortal Ruin"—a name which stuck through the remainder of his life. At one time he even attempted to borrow on the future prospects of his own son, an action that caused a family row but he was very insistent and, as usual in such matters, successful to a degree.

His last years stretched through World War I and on into the 1920's. Up to his death—which occurred at the family's ancestral estate—he was still leading the life of a gentleman.

Frewen's Castle on the Powder River is long since gone, torn down and carried away. Of all the enterprises that Moreton Frewen touched hands to, of all the promotions he instigated, this Hall's Home in Cheyenne appears to be one of the few surviving creations, if not the only one.

**NATIONAL REGISTER OF HISTORIC PLACES
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STATE	
COUNTY	
FOR NPS USE ONLY	
ENTRY NUMBER	DATE
	APR 14 1975

(Continuation Sheet)

Hall Home

(Number all entries)

Addendum to Physical Appearance: Moreton Frewen House, prepared March 4, 1975 by Nedward M. Frost, who also prepared the original form.

Description: Any loss this house has suffered in architectural integrity is more apparent than actual. Thus, it is presently a stuccoed house but the stucco is only a veneer - a skin that could be peeled revealing the red bricks which are the original construction. Similarly, a glassed-in sun porch has replaced the former veranda, another matter that would be no great task to restore to originality. An addition at the back of the house, a bedroom and bath, fills out what was a vacant L shaped space and does not seem to detract from the original architectural style. The lowering of the ceiling over the one original bedroom, bath and library (converted to a third bedroom) is not noticed by most visitors (unless pointed out) and this, also, is a change that could be reversed without great expense and effort.

Historically the most significant elements of this building - all of them largely unchanged except through use and refurbishment - are those parts wherein Moreton Frewen carried out his chief activity, that is entertaining people either for social or for business reasons. And one shouldn't overlook that historically the British influence on the Cattleman's Frontier was as notable as a social phenomenon as it was as influence on commercial development. Anyway, the living room, the dining room and the deep front lawn of this little home were all frequent scenes of Frewen's hospitality and they all remain today very much in their original state.

The truth is that this house is in much better condition and much less changed from its original state than are numerous National Register enrolled buildings. It is also true that it could be restored to almost exact originality and condition, because it has been so well maintained, for much less expense than many National Register properties.



Form 10-300a
(July 1967)

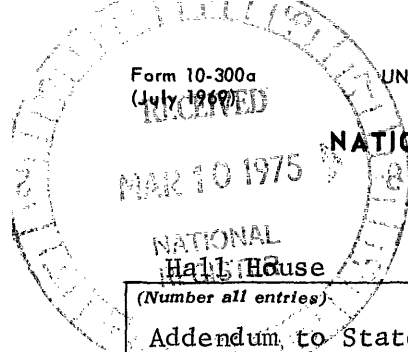
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INVENTORY - NOMINATION FORM

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Addendum to Statement of Significance: Moreton Frewen House, prepared March 4, 1975 by Nedward M. Frost, who also prepared the original.

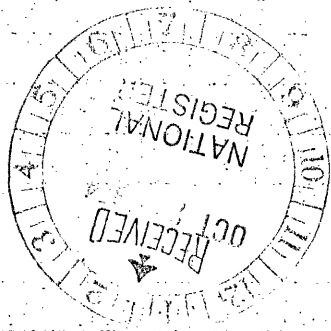
Statement of Significance: One should consider that this home and its history is that much more significant to Cheyenne and Wyoming because other structures such as the famous Cheyenne Club - true social center of the Cattleman's Frontier, its selective membership including cattlemen from Montana, Dakota, Nebraska, Colorado and even New Mexico as well as cosmopolites from Chicago, New York, Boston and European cities - have been razed. Moreton Frewen's own ranch house, "Frewn's Castle on the Powder River", has long since been gone.

However, there are a few scattered ranch buildings, usually located for a scenic view of some particular rural landscape, which relate to English and Scottish, also French and German, influence on the Cattleman's Frontier. And that, it can be emphasized, was a phenomenon which worked, and continues to work, two ways. Thus, to this day, there exist on the outskirts of Paris and London, Munich and Glasgow, pseudo western ranches where city citizens play at the game of "cowboys and cattle-barons."

But the fundamental difference in perspective between Frewen's ranch house castle on the Powder River and his residence in Cheyenne does seem to require a more definitive explanation. Both of them related to the open-range cattle business but in a different way because of a difference in application. If the word warfare is substituted for the word ranching it could be said that Frewen's Cheyenne home was symbolic of the strategic approach to a campaign while the Powder River ranch house was symbolic of the tactical measures of everyday existence.

So is every ranch house, present day or historic, symbolic of the daily conduct of business. And the tactical business of ranching is to produce livestock for a market, however much that market may fluctuate. But Frewen, in building a home in Cheyenne, built it there because he thought it the most strategic headquarters from which to bring an influence on the market - an influence to change it in the cattleman's favor.

Being an English cosmopolite himself, he conceived the strategy that the best way to make the American beef market a producer's - or seller's - market was to add the British market - or a share of the British market - to it. He evidently chose Cheyenne as his headquarters because it was a major center of the industry and also within managerial reach of his own production operation. His strategy included entertainment of leading figures of the industry, with intent to persuade them to his ideas and schemes. He used the Cheyenne Club and he used his own new home in that purpose. The Cheyenne Club is gone, but the Moreton Frewen home in Cheyenne remains - a significant symbol of a vanished phenomenon.



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