



In the 17th century, the site to become **New Brunswick** was a dense cedar forest and swamp land, and central New Jersey was largely inhabited by the Lenni Lenape Native Americans. The earliest European recorded as living in what was to become New Brunswick was Daniel Cooper, who established a ferry across the Raritan River in the vicinity of what would much later become Albany Street.

In 1681, John Inian and ten English investors purchased two huge lots of approximately 10,000 acres. One of these pioneer developers was John Prigmore, lending to the early name of **Prigmore's Swamp**. These lots later became New Brunswick!

John Inian provided river crossings at the Raritan, and by the early 1700s, the small settlement was known as **Inian's Ferry**. He later expanded his transportation business by financing a road from his ferry landing southwest to Trenton, later becoming Route 27. The community continued to grow as settlers moved into central New Jersey. As the settlement expanded, it was renamed **New Brunswick** in 1724 to honor King George I, who was also the Duke of **Brunswick-Lüneburg**.