



This book was originally published in 1965 in Japanese by Fujingahosha, an esteemed magazine publisher founded in 1905. The company currently exists as Hachette Fujingaho Co., Ltd. The translation of the original text for this English-language edition has not been edited for the purpose of updating or revising facts, names, or other matters. Readers of this English-language edition are asked to remember this when reading the book or referencing its content.

We visited all the institutions in the Ivy League—a group of eight prestigious universities on the East Coast of the U.S.—to learn everything about their campuses and the lives of students. Here is a report entitled "Everything About the Ivy League" with photos that our team of reporters collected during our one-month fact-finding trip.

As the name suggests, the classic buildings on Ivy League campuses are literally adorned with green ivy. Tranquil school grounds are covered in lush grass. Dormitory lights remain lit until late at night. Classrooms are compact to accommodate a small, but elite group of brilliant students. The vast dining halls accommodate hundreds of hungry students at one time. Our camera successfully captured scenes of typical and beautiful American campuses in both lively and tranquil times.

Each Ivy Leaguer wears clothes in his own way while maintaining an appropriate student look. The meaning of freedom can be found in what the students wear at their residential campuses. The underlying theme of their dress is casual, yet neat. I believe that this book serves as an invaluable documentary of appropriate dress codes on campuses.

This book also contains photos of beautiful, traditional scenes in modern America—of the cities to where the Ivy Leaguers will set off after graduating. It also includes photographs of pedestrians in the heart of New York City and the shop windows of exclusive apparel boutiques in the neighborhood surrounding Fifth Avenue, both of which exhibit tradition and status. There are striking similarities between these boutiques and Ivy League campuses in the sense that they are both peaceful, yet full of life. That is exactly what the Ivy League is all about.

CONTENTS

Preface	3	Classmates · · · · · · · · · · · · · · · · · · ·	
		Training/The coach · · · · · · · · · · · · · · · · · · ·	50
College Life	7	Bicycles · · · · · · · · · · · · · · · · · · ·	51
		Assignments	52
Brown University on a rainy day· · · · · · · ·	. 9	Lunch · · · · · · · · · · · · · · · · · · ·	54
Intramural games · · · · · · · · · · · · · · · · · · ·	10	Lunch break · · · · · · · · · · · · · · · · · · ·	56
Out on a bicycle·····	11		
Library, a public study room · · · · · · · · · ·	12	College Fashion	57
Let it rain, let it rain, let it rain			
Dormitory at night· · · · · · · · · · · · · · · · · · ·		Modified T-shirts · · · · · · · · · · · · · · · · · · ·	
Stars and Stripes Forever · · · · · · · · · · · · · · · · · · ·		Rugby shirts/A yacht parka · · · · · · · · · · · ·	50
Princeton University · · · · · · · · · · · · · · · · · · ·		The Dartmouth green · · · · · · · · · · · · · · · · · ·	
A tie for a Sunday · · · · · · · · · · · · · · · · · · ·	22	Bermuda shorts—two variations · · · · · · · ·	
Studying and sunbathing · · · · · · · · · · · · · · · · · · ·		A letterman's sweater · · · · · · · · · · · · · · · · · · ·	
Automobiles strictly prohibited · · · · · · · · ·	24	Wardrobe for school·····	66
A place for studying? Why, yes! · · · · · · · ·	26	Sundays · · · · · · · · · · · · · · · · · · ·	67
Ivy, ivy · · · · · · · · · · · · · · · · · · ·	27	Sweatshirt—two variations · · · · · · · · ·	
Heave-ho! · · · · · · · · · · · · · · · · · · ·	28	Strutting in style · · · · · · · · · · · · · · · · · · ·	69
A warm-up·····	29	1968	
Shopping	30	Elbow patches · · · · · · · · · · · · · · · · · · ·	71
A book sale · · · · · · · · · · · · · · · · · · ·	31	To classrooms · · · · · · · · · · · · · · · · · · ·	72
For the team's honor·····	32	An uncouth dresser · · · · · · · · · · · · · · · · · · ·	73
$Ivy \cdot \cdot$	33	Varsity jacket/Short-sleeved sweatshirt · · · · · ·	74
Town of Princeton · · · · · · · · · · · · · · · · · · ·	34	1966	75
The clock tower \cdots		School emblem/School color · · · · · · · · · ·	76
"Passenger Wanted" · · · · · · · · · · · · · · · · · · ·	36	Mascots · · · · · · · · · · · · · · · · · · ·	
In the laboratory · · · · · · · · · · · · · · · · · · ·	38	Cotton trousers · · · · · · · · · · · · · · · · · · ·	
Library·····	39	Varsity jackets · · · · · · · · · · · · · · · · · · ·	
Dining hall · · · · · · · · · · · · · · · · · ·	40	Off-white color · · · · · · · · · · · · · · · · · · ·	
Classical signboards · · · · · · · · · · · · · · · · · · ·	42	Button-down shirts · · · · · · · · · · · · · · · · · · ·	
Champion/Classic · · · · · · · · · · · · · · · · · · ·	44	Jacquard sweaters/Tartan · · · · · · · · · · · · ·	
Dry cleaners · · · · · · · · · · · · · · · · · · ·		Shorts · · · · · · · · · · · · · · · · · · ·	
Packard/Ford · · · · · · · · · · · · · · · · · · ·		Hoods	
$Dartmouth \cdot \cdot$		Baseball caps · · · · · · · · · · · · · · · · · · ·	
Dating · · · · · · · · · · · · · · · · · · ·	48	Barefoot	87

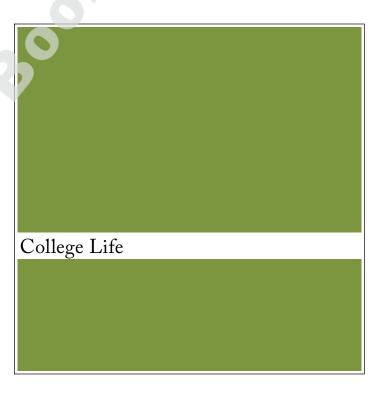
A dagrul of clothes · · · · · · · · · · · · · · · · · · ·
Sneakers 89
Madras checks · · · · · · 90
Elements of "Ivy" 91
Businessmen's uniforms · · · · · · 93
A small window · · · · · · · 94
Brooks Brothers · · · · · 96
Zum Zum 98
And the young-at-heart · · · · · · 99
A tool shop/Tennis shop · · · · · · 100
A book store
Men's specialty shops · · · · · · 102
J Press 103
Ivy League alumni · · · · · · · · · · · · · 104
College shops · · · · · · · 106
A shop with a modern twist · · · · · · 107
Yale University · · · · · · 108

Take Ivy	109
The Eight Ivy League Universities · · · · · · ·	110
 Harvard, Yale, Princeton, Pennsylvania, 	
Columbia, Dartmouth, Brown, Cornell	
College Life · · · · · · · · · · · · · · · · · · ·	114
"Stars and Stripes Forever"/Study hard/	
Play hard/Sound body/Sound mind/	
John F. Kennedy/And the history repeats itself	
Vehicles for Ivy Leaguers · · · · · · · · · · · · · · · · · · ·	120
 Classic cars/Sports cars/Bicycles/Old bikes 	
College Fashion · · · · · · · · · · · · · · · · · · ·	122
ullet A world called campus/Freedom and rules/	
Rough and uncouth—an Ivy League style/	
Differences in seasons and individuals/	
Barefoot and its rationality/Love for the alma mat	er
through the school color/Varsity jackets prevail/	
A day for a tie/Boyfriends and girlfriends/	
Professors and the Madras checks	
Ivy Wardrobe Directory · · · · · · · · · · · · · · · · · · ·	128
Yale University's 20-Article Dress Code· · · ·	130
College Concerts · · · · · · · · · · · · · · · · · · ·	131
Ivy League and Sports · · · · · · · · · · · · · · · · · · ·	132
ullet American football/Basketball/Crew/Lacrosse	
Ivy League Neighborhoods · · · · · · · · · · · ·	134
■ New England/Sundays in Boston/	
College shops/Co-op shops/Ivy League alumni/	
New York/Madison men/Brooks Brothers/	
J Press/Fifth Avenue	

Layout design: Kazuhiro ASHIZAWA Illustration: Kazuo HOZUMI

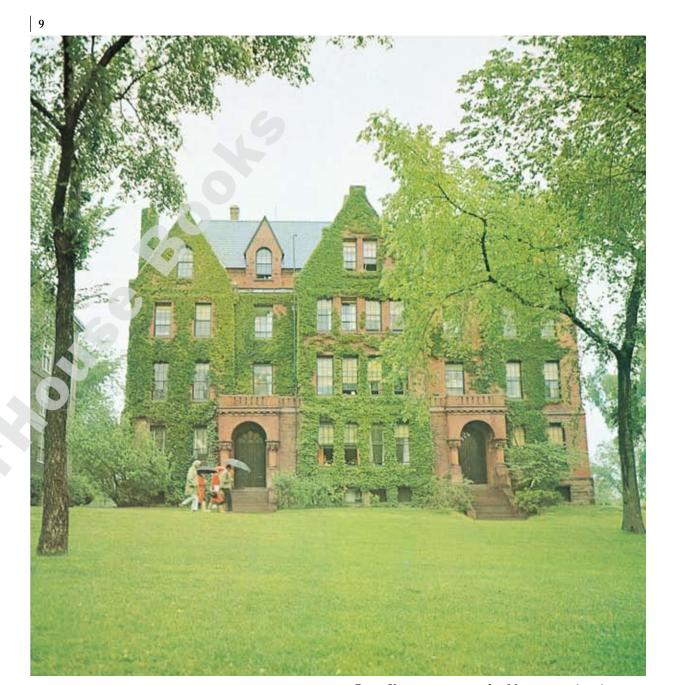
Photography: Teruyoshi HAYASHIDA

Shosuke ISHIZU Toshiyuki KUROSU Hajime (Paul) HASEGAWA Texts:

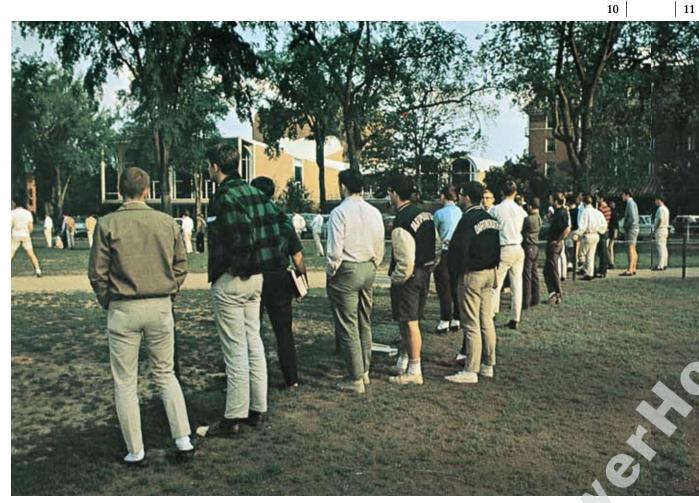


American junior and high school students aspire to go to Ivy League universities, in the same way the Japanese youngsters hope to attend the six most renowned universities in Japan. Not only does the name Ivy League sound prestigious, American students are attracted to college life at Ivy League universities for their long history and glorious tradition. Living in an environment conducive to studying, they also build friendship through dormitory, fraternity, and club activities, acquiring sophisticated manners through a cosmopolitan social life. Many Ivy Leaguers also find the love of their lives amongst the Ivy Sisters, and among women who attend eminent women's colleges like the Seven Sisters. The life at an Ivy League university is synonymous with a "dream-come-true" college experience.

Our visit to Ivy League universities coincided with the end of term exams during which we were impressed by the hardworking students who would even dare to skip sleeping in order to pass their exams. At the same time, we learned that being an Ivy Leaguer is no easy task. We envy them for they are tackling their college experience, one of the most precious and glorious times of their lives, with youth and energy. We believe that Ivy League universities, the epitome of elite education, will continue to produce a number of world-class leaders.

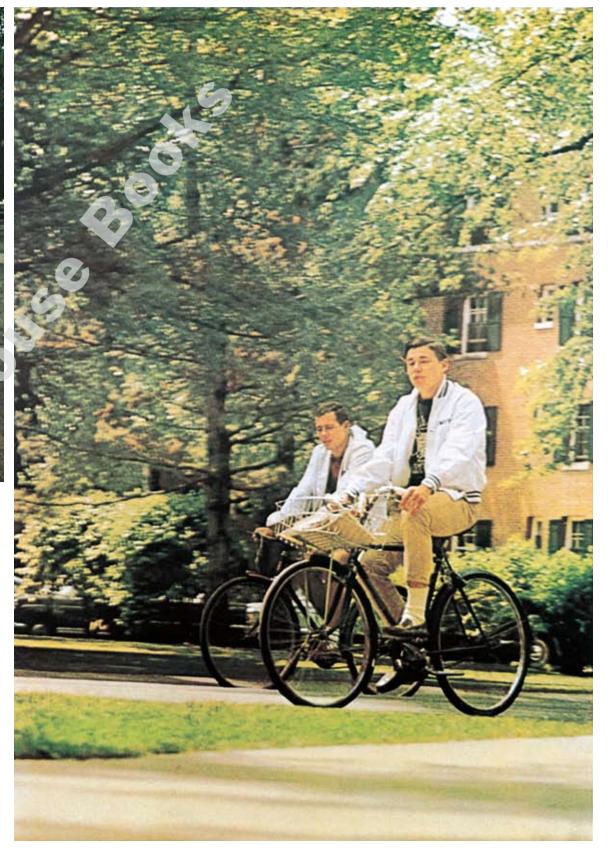


Brown University on a rainy day Misty rain envelops the campus: the green of the trees and the grass, the red of the brick walls, and the black of the roofs create striking contrasts.



 Δ Intramural games Since there is absolutely no entertainment whatsoever outside of the Dartmouth campus, sports competitions, such as softball games held on campus, inevitably attract student interest.

Dut on a bicycle The bicycle is the most useful vehicle on an enormous campus. Students cycle between the dormitory, classrooms, the dining hall, and the library.



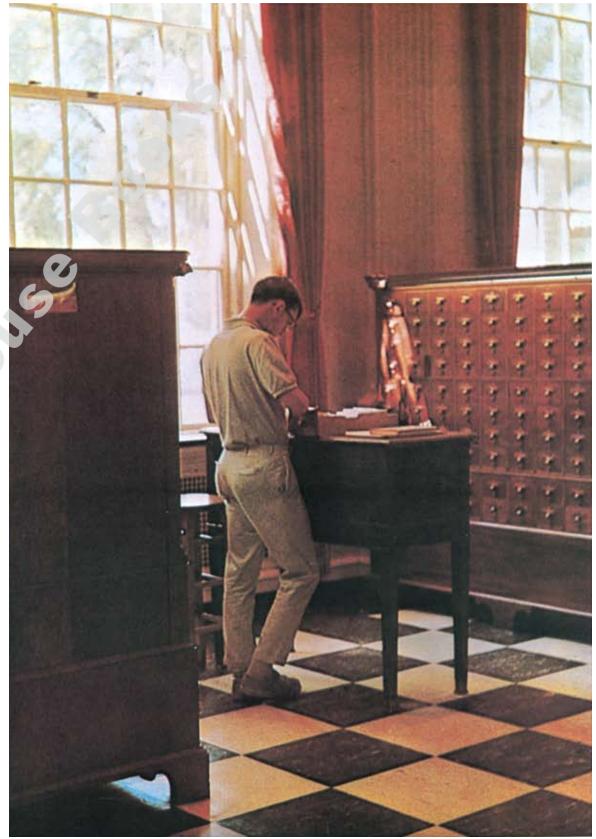


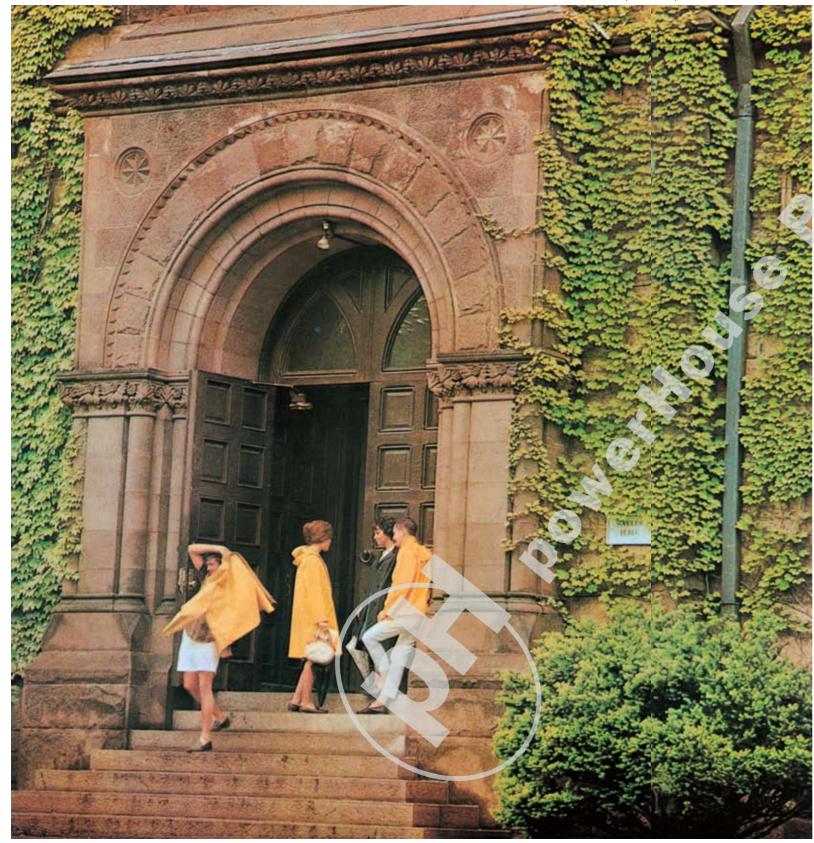


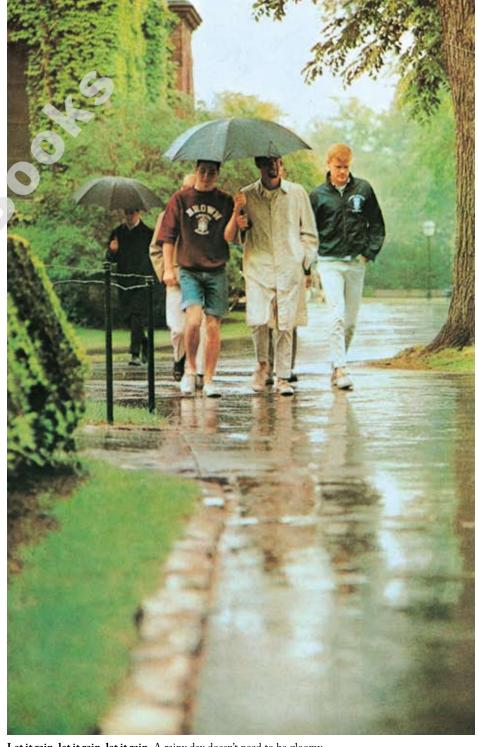
Library, a public study room

Starting from the previous page, these photos show images of a library's exterior and interior. How effectively a student uses the library determines his or her performance: whether he or she will become an honor student or end up failing classes. Ivy League libraries are always full of diligent students.









Let it rain, let it rain, let it rain A rainy day doesn't need to be gloomy.

This is the time when vividly-colored raincoats steal the show on campus.





☐ **Dormitory at night** Room lights illuminate the dormitory windows in the night sky. Most of them are turned off at two or three o'clock in the morning, but some stay lit all night long.

 Δ **Stars and Stripes Forever** The Star-Spangled Banner proudly flutters at the most prominent place on all the campuses.

▶ Princeton University The southernmost of the Ivy League universities, Princeton University boasts a breathtaking contrast between the blue sky and the white walls of the school buildings.



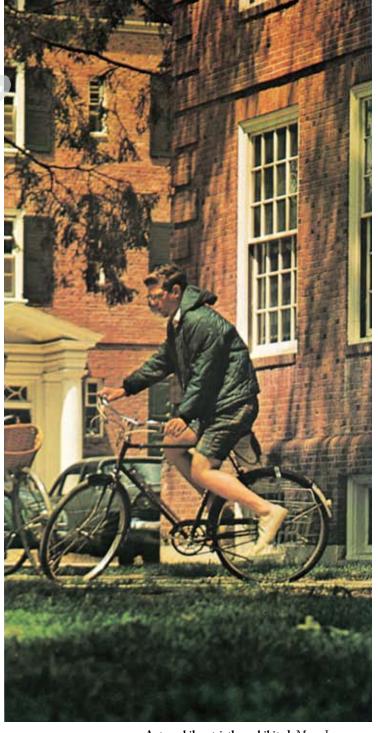




 \triangle **Studying and sunbathing** Ivy Leaguers frown upon students who earn good grades but have pale skin from spending too much time inside. This photo shows a student who is desperately trying to get bronze skin while also preparing for an exam. He is studying on the grass in front of a Yale dormitory.

□ A tie for Sunday Unlike weekdays, during which Ivy Leaguers dispense with wearing a tie or a jacket, Sundays are times when they don a formal outfit for church.

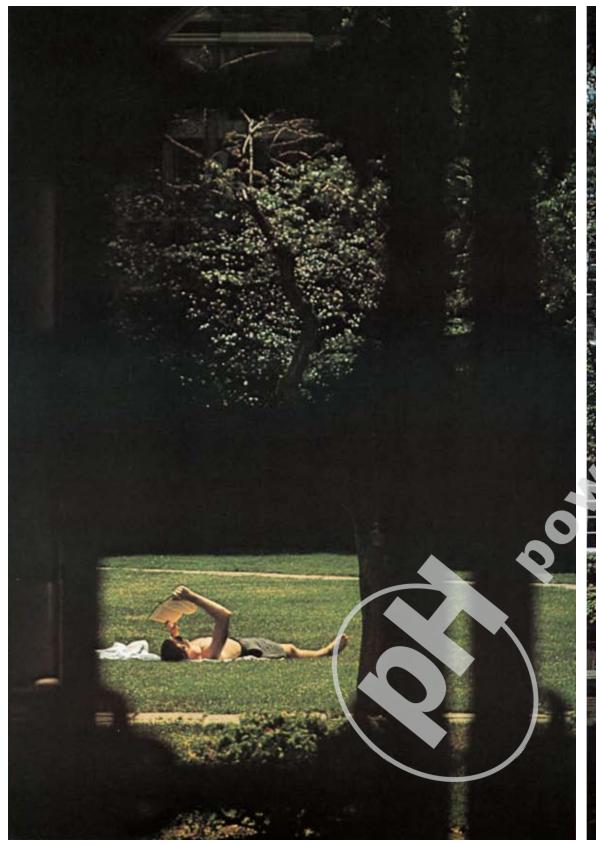


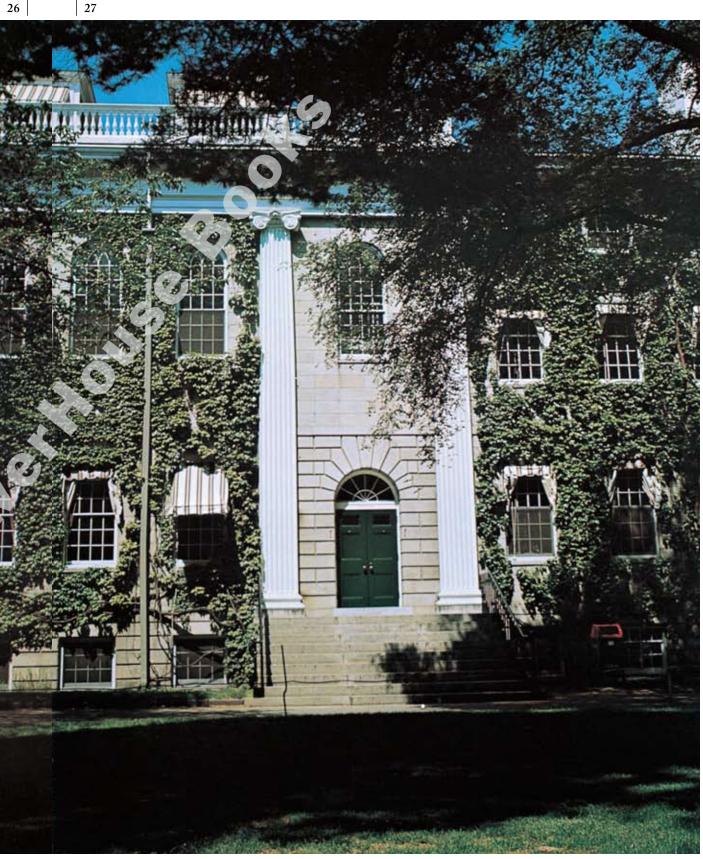


Automobiles strictly prohibited Many Ivy
League universities prohibit students from owning
cars. Do they go on a date on a bicycle, I wonder?
In any case, cyclists are a ubiquitous sight on campuses and there is plenty of space to park bicycles.





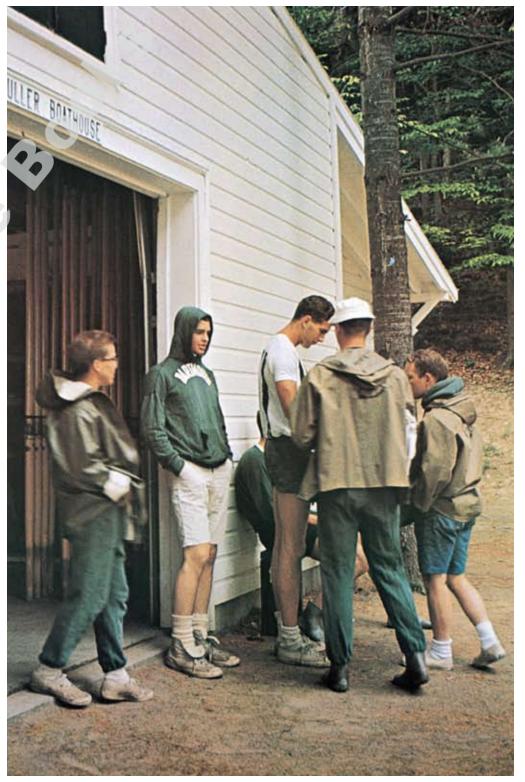


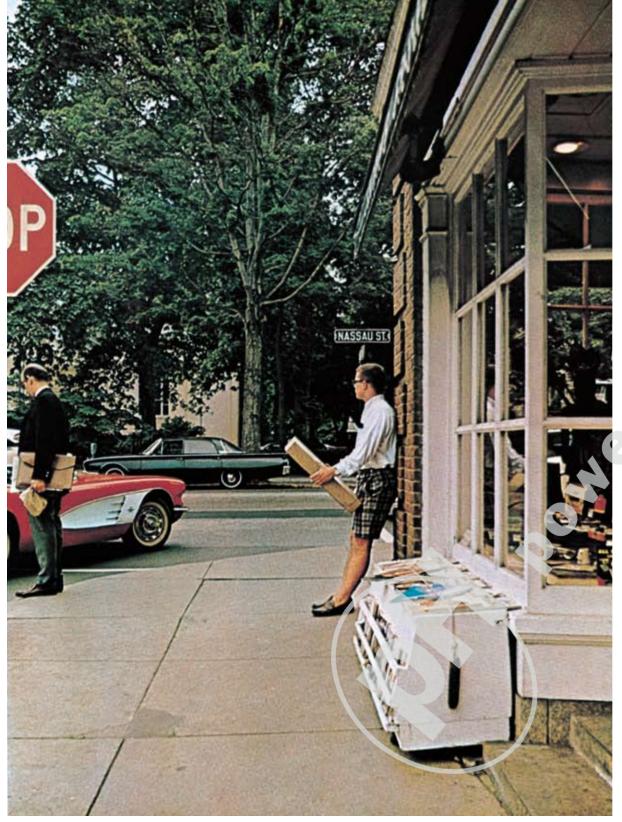




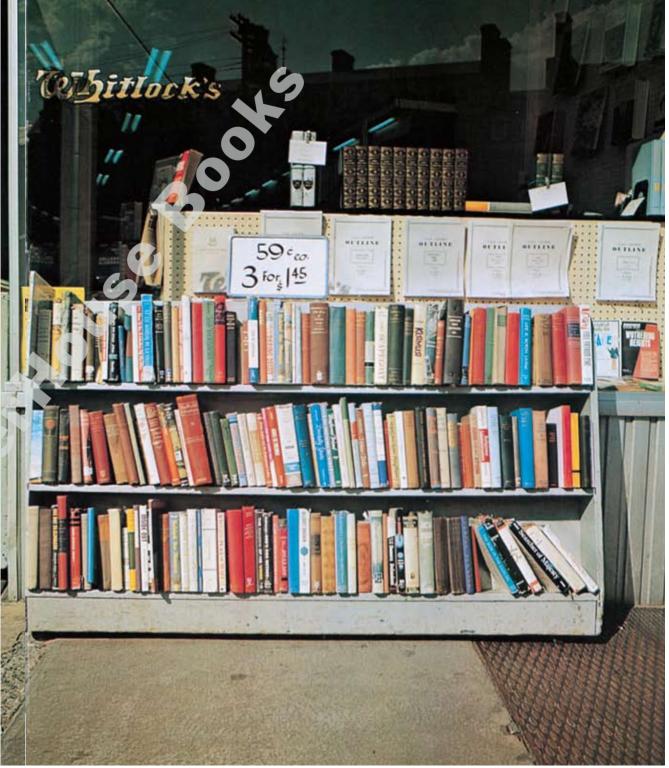
- ☐ Ivy, ivy Living up to the name Ivy League, everywhere I went the ivy, with its exceptional beauty, caught my eye. Here, the Harvard University campus.

- Δ **Heave-ho!** Upon the coxswain's command, the members of Dartmouth's crew lower their shell into the river, demonstrating impressive coordination.
- ▶ A warm-up Be prepared and have no regrets.
 Train your body and prepare for critical events. Here, students are chatting, a legitimate form of warming-up.

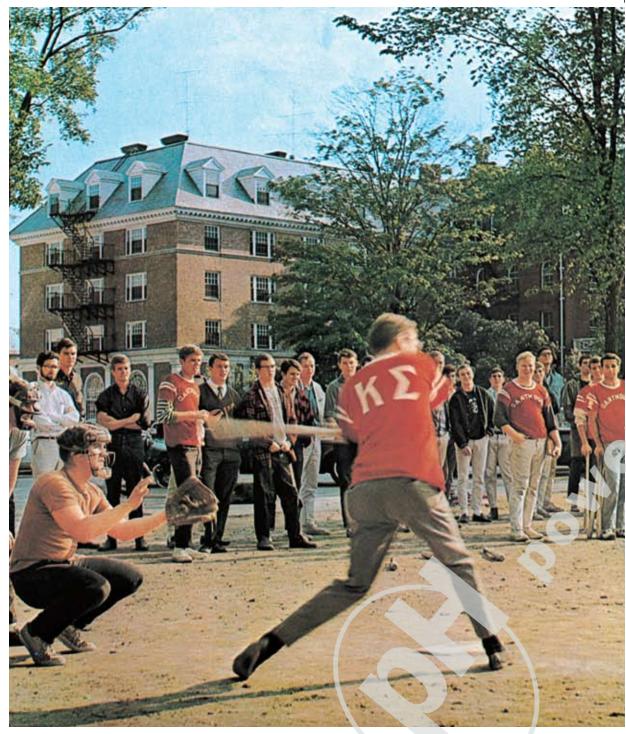




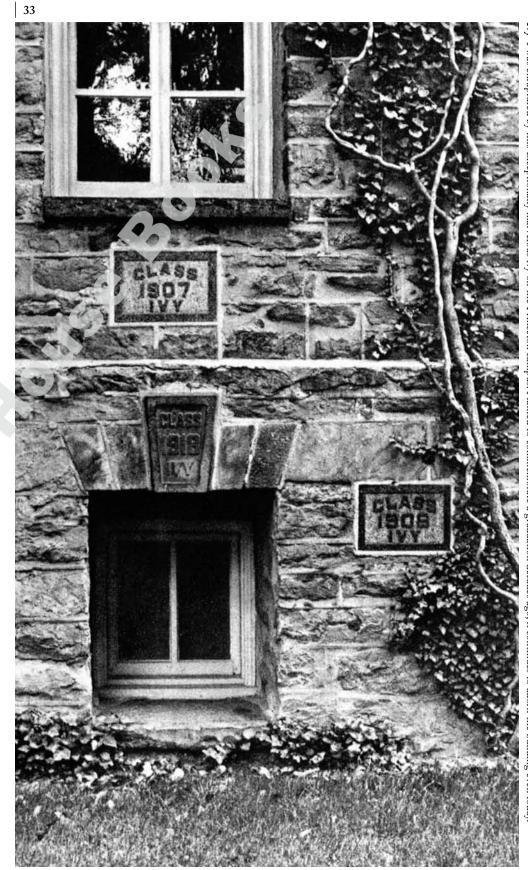
Shopping Shopping in town means paying extra for commodities compared to shopping at the co-op on campus. You have to admit, however, shopping in town sure can be more fun.



A book sale Books are expensive in the US and thus students covet them. Upon hearing news of a book sale, the excited Ivy Leaguers swarm to it.



For the team's honor It is a real honor to win intramural games. It is no surprise then that the players and the spectators become so enthusiastic. Players devote their full energy even to a softball game.





Take Ivy

By Teruyoshi Hayashida

Text by Shosuke Ishizu, Toshiyuki Kurosu, and Hajime (Paul) Hasegawa

Publication date: September 2010

PREPPY FASHION / AMERICANA

Hardcover, 7.25 x 9.75 inches, 142 pages, 145 full-color and black-and-white photographs

ISBN 978-1-57687-550-6 \$24.95

For more information, please contact Craig Cohen, Executive Publisher

powerHouse Books, 37 Main Street, Brooklyn, NY 11201

Tel: 212-604-9074 x113, Fax: 212-366-5247, email: press@powerHouseBooks.com