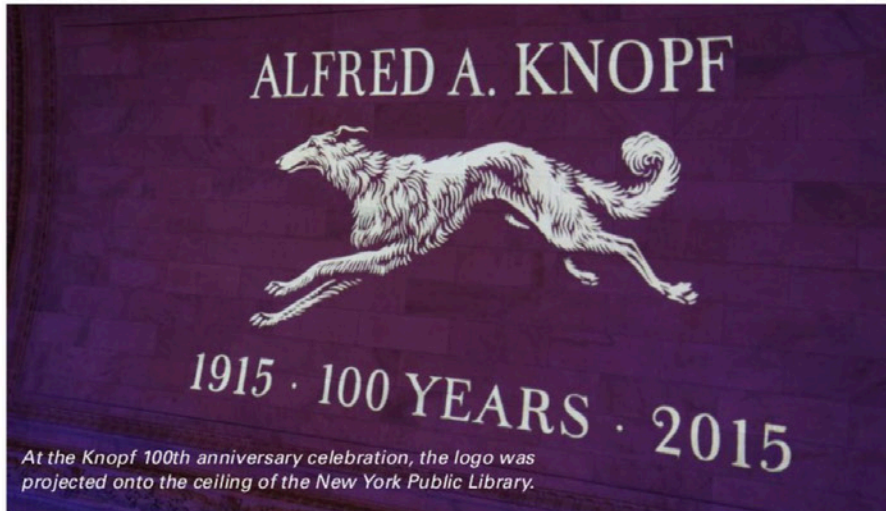


## Borzoï

### CELEBRATING A SPECIAL 100-YEAR-OLD BORZOI LOGO

As for logos in the Hound Group, the Greyhound has a whole bus company, the Basset Hound has a shoe line, the Beagle has an insurance company, and the Borzoï has a book publishing company. The story of the Knopf publishing logo of the running Borzoï has a 100-year affinity, with a very interesting twist.

The picture of the running Borzoï has



appeared in almost every Knopf book, stationary, and advertisement since 1915. The Borzoï logo has had hundreds of designs over the years, but always as a running or coursing Borzoï. T.M. Cleland, Joseph Sinel, Rudolph Ruzicka, W.A. Dwigged, Warren Chappel, Kailil Gibran, and others had their hand in the design since it first appeared 100 years ago. Smitten by the grand and royal look of the breed, Mrs. Knopf was crazy about Borzoï. Other publishing companies of the day had whimsical logos such as a windmill or camel, and Alfred A. Knopf thought the running Borzoï would be an accurate icon of

nobility and status for his new publishing company.

Ironically, later the Knopfs bought two Borzoï of their own, and the hounds kept running away. When one died, the other pined for its mate, moaning and whimpering, and kept the Knopfs awake all night. Eventually they gave the Borzoï to a kennel. Mrs. Knopf went in for Yorkshire Terriers, a much better fit for her lifestyle. By this time the Knopf logo had already been set, printed, and published. For 100 years Knopf and the Borzoï have had an inseparable connection, even if the real hounds were a poor fit in their home. It was

no secret that Alfred A. Knopf came to dislike the Borzoï he owned. As it is in reality, the first romantic notion of owning a Borzoï is often not the real lifelong attraction to this noble hound.

On October 1, 2015, the Knopf Publishing Company held a gala at the New York Public Library celebrating 100 years in publishing. As part of the celebration, Ariel Duncan and several co-owners brought six Borzoï to represent the iconic Knopf Borzoï logo. The Borzoï in attendance were GCh. Aashtoria Wild Hunt 4Your P's Only, RA, CGC, TDI; GCh./DC Chihawk Dream of the Wild Hunt, SC, RN, CGCA; Ch. Wild Hunt Joie De Vie, SC, CGC; GCh. Wild Hunt Je M'Appelle Janelle, JC, CGCA; Ch. Windrift It's a Party at Wild Hunt, JC, RN, CGCA, TD; and Makovas Mascha Midnite Kiss of the Wild Hunt, JC, RN. On that night as you entered the library, the Borzoï were there to greet the literati as they proceeded up the red carpet to join the celebration. When Paul Bogaards, the publicity director at Knopf, heard that the library had said, "No dogs, dogs can't come into the library," he replied, "Let them arrest me for having our Borzoï on the steps of the library."

The running Borzoï has been a trademark of the Knopf publishing company for a century, and like so many who do not do their research before buying a Borzoï they do run, and a

fenced yard is certainly a big part of owning a sighthound. If they had done their research first on the Borzoï before adopting the logo, it might have been a sitting Yorkshire Terrier that graced the spine of millions of books.

All if any of Alfred A. Knopf's ill will to the Borzoï was made right as the Knopf publishing company agreed to give a donation to the Borzoï Health Committee and Rescue Fund in exchange for being the regal greeters on that night at the New York Public Library.

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