

*Pogo* rarely dealt with the war directly, or by name, but in March of 1968, Kelly used the familiar method of incorporating a new animal into the swamp. This time it was a longhorn steer with Lyndon Johnson's face. The steer, it seemed, had "vision problems" and had to undergo a series of eye tests that were continually being read as weak criticisms of Johnson's war policies. The satire was not particularly biting (or, for that matter, very funny) and it was obvious that Johnson was not going to receive the satirical attack that Kelly had launched earlier against McCarthy and Khrushchev (Kelly, 1968: 40-60). *Pogo* possum even went so far as to claim at the end of the Johnson sequence (and at the end of Johnson's run for renomination) that he "allus had a soft spot in my heart for him" (Kelly, 1968: 119-120). Nonetheless, within the politically charged atmosphere of 1968, even this mild criticism of LBJ triggered a censorious response from editors (*Life*, 10/71). The eye test proved to be too provocative for some, even though in one case, as Kelly pointed out, it took awhile for the offending sequences to be discovered:

Previously a national newspaper thought it detected a familiar resemblance in the *Pogo* strip of March 21. Quivering with courage, it dropped all future uses of the caricature. It was declared that such use was beneath its dignity. It was not beneath its dignity on March 11 and 12 or maybe nobody on the staff reads his own newspaper. (Kelly, 1968: intro.)

Once again, as with earlier cases, Kelly reissued these strips in book form. This time the cover of the collection advertised its contents as being "unabridged," "unadorned," "many suppressed," and "topless strips" (Kelly, 1968: cover).

The 1968 Johnson series, and the reaction that they had received in some quarters, led Kelly to offer a conciliatory compromise, something that he had begun suggesting as early as 1964. Surprisingly, perhaps, Kelly was willing to provide concerned newspapers with substitute strips that would be non-political in nature. As he later recalled concerning the LBJ sequences, he had determined that "there was not much to do except offer alternate strips for such days as people left