Contents

Acknowledgments xi

Introduction: Midcentury Media’s Trip with LSD 1

1. Early Restrictions on Drug Speech, 1900–1956 17
2. Introducing LSD, 1953–1956 42
3. Creating a Psychedelic Past, 1954–1960 68
4. Research at the Intersection of Media and Medicine, 1957–1962 89
5. Luce, Leary, and LSD, 1963–1965 115

Postscript: Psychedelic Media 181

Notes 191
Index 227