- F. Scott Fitzgerald, Hemingway, Faulkner
  - dance: more risqué
    - the Charleston
  - entertainment
    - professional sporting events
    - speakeasies
  - moving pictures, radio
    - common, unified culture
  - the new woman
    - flappers
    - birth control
      - advocated by Margaret Sanger
    - new morals
      - dancing, drinking, apparel, behavior
  - consumerism
    - transportation
      - flight: Charles Lindbergh, Amelia Earhart
      - cars: Henry Ford