

Gloria Steinem

A journalist from Ohio who once went undercover at Hugh Hefner's Playboy Club for a story, Gloria Steinem emerged in the '70s as the aviator-shaded face — and de facto voice — of the women's movement. Her magazine, Ms., which she co-founded in 1971, was notable for being owned and operated entirely by women, and was one of the first mainstream publications to directly address the issues of reproductive rights and domestic violence. And while many of her detractors (Richard Nixon, Rush Limbaugh) have fallen by the wayside, Steinem remains relevant. Her forthcoming memoir, "My Life on the Road," documents her travels as an activist, and, at 81, she is an icon for a new wave of celebrity feminists that includes Lena Dunham and Emma Watson. Here, a front-line look at Steinem's legacy. — CLARE MALONE



Percentage of women who favored fighting for equal rights:

1970
40%

Percentage of women who favored gender equality:

2013
82%

(just 23% consider themselves "feminists")

Favorite decade:
"It hasn't come yet."

7
Books Written

(including 1963's "The Beach Book," which came with a foil-lined flap to aid readers' tanning)



Amount women made to every dollar earned by men:

1958 | **63¢**
2013 | **78¢**

\$35.90

Her first paycheck as a Playboy Bunny in 1963 (The ad promised \$200 to \$300 a week.)

Film character who inspired her signature streaked hair:
Holly Golightly

Women in Congress:

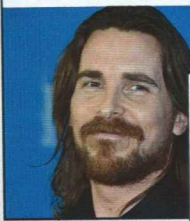
1969 | **11** | 2015 | **108**

66

Age when she got married

NUMBER OF STEPSONS WHO ARE CHRISTIAN BALE:

1



3

Lines of "For Me and My Gal" Barbara Walters sang while Steinem tap-danced during a 1983 TV interview



1998

Year both Steinem and Hugh Hefner were inducted into the Magazine Editors' Hall of Fame

45

Years since Steinem advocated for same-sex marriage in a Time essay

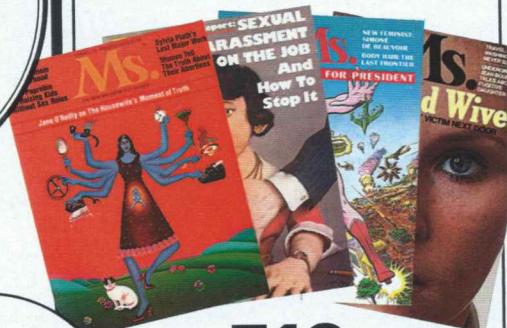
6 MONTHS THE ABC NEWS ANCHOR HARRY REASONER PREDICTED MS. WOULD LAST BEFORE THEY "RUN OUT OF THINGS TO SAY"

1,762

WORDS DEVOTED TO HER ROMANCE WITH BILLIONAIRE MORT ZUCKERMAN IN A 1992 VANITY FAIR PROFILE

53

Number of women who signed the "We have had abortions" petition in Ms. in 1972 (including Nora Ephron, Billie Jean King and Steinem herself)



513

CONSECUTIVE MONTHS MS. HAS BEEN IN PUBLICATION

Nebraska

Only state in which spousal rape was criminal in 1976 when Ms. published "The Truth About Battered Wives" (It is now illegal in all 50 states.)

1973 YEAR "MS." WAS ADDED TO THE U.S. GOVERNMENT'S LIST OF ACCEPTABLE PREFIXES

Alternate names considered for Ms. magazine:
Bimbo, Sojourner, Sisters