

Getting a leg up on publicity

INSURING women's legs against damage and destruction has been a very good policy for Lloyd's of London, which has insured more women's legs than any other body part. "The fad began with Betty Grable, whose legs were insured for one million dollars in the 1940s," **Dian Hanson**, an editor at Leg Show magazine, writes in "The Big Book of Legs," a coffee-table tome from Taschen. "Though it was simply a publicity stunt arranged by the 20th Century Fox film studio, it was quite an effective one, leading Universal to insure **Angie Dickinson's** legs for the same amount in the 1960s. Since, **Jamie Lee Curtis, Brooke Shields, Mary Hart, Heidi Klum** and singers **Tina Turner, Rihanna** and **Mariah Carey** have all had their legs insured ... Some would argue that Carey's money would be better spent insuring her voice, but from a Lloyd's perspective the legs are a better bet, as none of these women has ever attempted to collect."

