



# Rita Hayworth's 1953 Ghia Goddess



Margarita Cansino was known to the world as Rita Hayworth – The Love Goddess. Rita was one of the most captivating and glamorous actresses in cinematic history. But she was much more than a beautiful

face. Rita was an exceptionally talented dancer (she was said to be Fred Astair's favorite dance partner). Starring in over 60 movies over a span of four decades, she became one of the greatest Hollywood legends of all time. At a 1948 party in Cannes, Rita was introduced to HRH Prince Aly Khan. After a highly publicized year-long courtship, Rita Hayworth married Aly Khan. But the marriage only lasted four years. Rita was not happy living the life of royalty. In 1953, perhaps as a last-ditch effort to keep Rita happy, the

prince gave her this unique 1953 "Cadillac". It was crafted by the Italian firm Ghia, who produced two nearly identical "concept cars" built on the Cadillac chassis. This particular car is the one that was owned by Rita Hayworth. Although it is not certain what the original color was (we know at least one of the cars left the factory blue), this car is currently painted black. The car has gold *Cadillac* script emblems at the rear edge of both front fenders. The Cadillac crest adorns the hood, and the stock 1953 Cadillac rims and wheel covers have been replaced with a set of gold-anodized, aluminum-alloy wheels (these became available in 1955). The front grille consists of thin, gold-anodized, vertical grille bars. The interior is trimmed tan leather. This car is currently in the care of the Imperial Palace Collection in Las Vegas, Nevada. The car's insured value is \$650,000. Rita Hayworth died in 1987 at the age of 69 following a long battle with Alzheimer's disease.

