

“NAME IT AFTER ME”

THE EGO OF RAFAEL TRUJILLO

A coup d’etat in 1930 propelled Rafael Leonidas Trujillo from his post as a relatively unknown officer to the Presidency of the Dominican Republic. A massive natural disaster occurred a few weeks after Trujillo seized power which enabled Trujillo to solidify his shaky reign and become the unquestioned and almost deified dictator of his country. This disaster was Hurricane San Zenon, which on September 3, 1930 devastated Santo Domingo, the capital of the Republic. The city was almost completely destroyed in a few hours.



1 Centavo -
Capital waterfront
after the hurricane.

Postal tax stamp stamps issued-
December, 1930 to raise funds
for hurricane recovery.



5 Centavo -
Capital city after the
hurricane.

Immediately following the city’s devastation Trujillo seized all the reins of government and began relief and reconstruction efforts. Trujillo rebuilt the capital, using all the forces of the national government and ruling by decree. The city was almost completely renewed. A large portion of the grateful populace rewarded Trujillo with loyalty and approval. Trujillo's ego was as unbridled as his thirst for power. It appeared only natural to Trujillo that the capital city which he rebuilt should bear his name in perpetuity. An obliging national government changed the name of the capital from Santo Domingo to CIUDAD TRUJILLO on January 11, 1935. The stamps below exhibit Trujillo’s penchant for naming the capital city and other national landmarks after himself.



3 Centavo, Issued 1933
Generalissimo Trujillo
Bridge



2 Centavo, Issued 1936
New city name “Ciudad
Trujillo”



3 Centavo, Issued 1937
1st Anniversary of City
Renaming



9 Centavo, Issued 1959
Estadio Trujillo
"Trujillo Stadium"

Trujillo continued naming or
renaming things in his own honor
for years. Until his assassination
on May 30, 1961



1 Centavo, Issued, 1962
Commemorating 1st
anniversary of assassination.