



Cigarette Label

Jose Rizal may have been prophetic about his ubiquitous monuments, but he probably did not foresee himself being on coins, postcards, stamps, schools and streets, among an endless list of objects and places marked with his prominent name or his iconic profile. *Avenida Rizal* is one such tribute to the most celebrated Filipino hero. Interestingly, the Taft Avenue was originally named *Calle Rizal* when it was completed in 1899. And the most-dreaded EDSA during rush hours was once called *Avenida 19 de Junio*, after Rizal's birthday. To date, the Rizal Avenue is probably the most popular of the countless streets or roads named after Jose Rizal across the Philippines.