



"Ang Tibay" shoes and slippers started selling in 1910, when Toribio Teodoro opened a shop along Calle Cervantes (part of Avenida) with his friend, Juan Katindig. Don Teodoro eventually went solo and established *Ang Tibay* footwear into a major enterprise. Until the 1950s, *Ang Tibay* was the popular brand for leather footwear, known for its durability hence its famous tagline "The Wear That Lasts".

Back to 1896 on the day before his execution, Rizal requested his family to see him for the last time and told them about his secret messages. Aside from the hidden *"Mi Ultimo Adios"* in his alcohol burner, he also whispered about a note he would hide in his shoes. Rizal was buried without a coffin in an unmarked grave in Paco Cemetery, so his shoes became soiled, and the note he mentioned was never recovered. Would Rizal's shoes been more intact to hold his last note had the durable *Ang Tibay* footwear been available during his time?