



Carlton Joseph Mertens

September 28, 1932 - November 10, 2023

Carlton (Carl) Joseph Mertens passed away on November 10, 2023 at the age of 91.

Carl was born in Fond du Lac, Wisconsin September 28, 1932 to Alfred M. Mertens and Orlene Shea Mertens. Carl lived a very full life and his contributions to the community will be dearly missed by all who have worked with him. He grew up in Waupun and Fond du Lac, Wisconsin and graduated from the University of Wisconsin at Oshkosh with a B.A. in Liberal Arts. After graduation, he entered the U.S. Army Medical Corps and served two years in Germany during the Korean War. He then began his advertising and public relations career. From 1956-1960 he was the Assistant Advertising and Sales Promotion Manager for Mercury Outboard Motors.

In 1960, he married Romaine Rehwaldt of Hartford, Wisconsin and moved to La Crosse, Wisconsin where he acted as the Advertising and Merchandising Manager for the G. Heileman Brewing Company. He then moved to the Schlitz Brewing Company in Milwaukee, Wisconsin where he was responsible for introducing the Old Milwaukee Beer brand nationally.

In 1963, he moved to Texas and was Vice President and Account Supervisor for various brands at Glenn Advertising and Tracey-Locke Advertising in Dallas Texas. During this time, he and his wife Romaine had two children, Carlayne and Joe.

In 1972, he purchased the San Antonio office of Tracey-Locke and renamed it Alamo Ad Center, Inc. He served as President and CEO of the agency until he

retired in 1995. During that time, he served the local community, state and nation in the following capacities:

Founder – Alamo Ad Center, Inc.; Director – Miss Rodeo America Pageant; Director – Miss Rodeo Texas Pageant; Director & Chapter President – Texas Recreational Vehicle Assoc.; Director and Director Emeritus – San Antonio Federal Credit Union (Now Credit Human); Director – Texas Brangus Breeders Association; Public Relations Director – San Antonio Livestock Exposition; Founder – Cowboy Breakfast; Founder – Go Western Gala; Director – Union Group for the Mentally Handicapped; Promotion Director – International Brangus Breeders Association, Chairman – San Antonio World Trade Association; Director – Country Place Home Owners Association, Honorary Ambassador to South Australia, Founder & President – Texas Connection Tour Company, Producer/Director/Host – Travel Directions TV Show on Time Warner Cable, Chairman – World Trade Association, and served as a Judge to the Colgate Country and Western Talent Shows.

Carl was also very active in many organizations, including San Antonio Greater Chamber of Commerce; Bon Vivants Travel Society; Institute of Texas Cultures Association; Los Amigos Ski Club; Mind Science Foundation; San Antonio Conservation Society; San Antonio Museum Society; World Affairs Council; OASIUS; LULAC; St. Joseph's Honey Creek Catholic Church; and the Bulverde/Spring Branch Activity Center.

Carl also received the following awards during his lifetime: Golden Spur Award from the Mexican Government; University of Wisconsin Alumni Anniversary Award; South Texas Ranching Heritage Award, and the Silver Medal from the American Advertising Federation.

After his retirement in 1995, Carl and his wife Romaine, traveled to most of the countries in the world and all seven continents. Carl is preceded in death by his parents, as well as his brother and sister, and grandson Christopher Jackson. He is survived by his daughter Dr. Carlayne Jackson, his son Carlton Joseph (Joe) Mertens and his wife of 63 years, Romaine, along with grandchildren Carenn Mackinnon, Caitlyn Jackson, Emily Dicioccio and

Carlton James Mertens and great grandchild, Henry Christopher Lester. Visitation will be held on Saturday, December 9, 2023 beginning at 12:30pm, followed by a Rosary at 1:30pm, with the Funeral Mass being celebrated at 2:00pm at St. Joseph's Honey Creek Catholic Church at 25781 State Hwy 46 West, Spring Branch, Texas 78070. Interment will be in the St. Joseph's Honey Creek Cemetery.

In lieu of flowers, memorial contributions may be made to:
makelivesbetter.uthscsa.edu/biggsdonate

Tribute Wall



“ 1 file added to the album Memories Album



Mission Park Funeral Chapels & Cemetery - November 16, 2023 at 05:24 PM

MR

Carl was a formidable tour leader who had patience galore for those who accompanied him on visits to wonderful locations providing lasting memories for all of us. Carl will be sorely missed and I send my condolences to Romaine and family. Marlene Richardson

Marlene Richardson - December 09, 2023 at 09:47 AM

HM

“ *For many years, shortly after I started weaving, Carl supported Romaine as they took us to Turkey, Peru and many other weaving experiences. His handling of the logistics made these trips special. Hannah*

Hannah Margolis - November 15, 2023 at 10:00 AM

JW

“ *Romaine,*

I am so sorry. Carl was always a delight to visit with at the SAHG Christmas gatherings.

Judy and Bill Woller

Judy Woller - November 14, 2023 at 10:06 PM