

"BEAUTY—INSIDE AND OUT"



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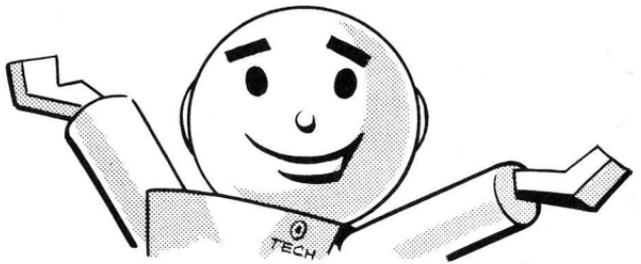
92

SERVICE REFERENCE BOOK

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TECH SEZ:



“BEAUTY IS WORTH CARING FOR . . .”

Many car owners buy on the basis of beauty as well as car performance. Actually, how beautiful a car looks—inside and out—is often the biggest factor in making the sale. There’s a lot of “pride-of-ownership” riding on car beauty. To women owners, naturally, beauty is one of the most important features.

That’s why this reference book covers the things you can do to capitalize on “appearance-maintenance.” Cleaning interiors, for example, can easily become another money-making service. What’s more . . . it’s a good opportunity to keep owners happy with their cars. This, of course, helps win a customer’s lasting good will in an area that is getting more and more important.

Here’s where you’ll find cleaning ideas that you can really use!

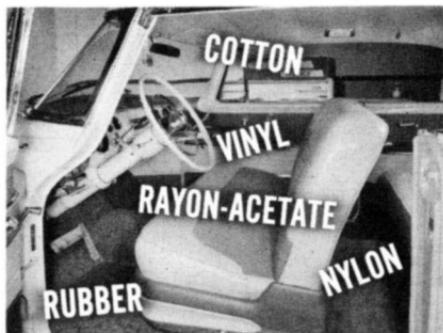
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CLEANING TODAY'S CAR UPHOLSTERY IS DIFFERENT . . .

COTTON
RAYON-ACETATE
VINYL
RUBBER
NYLON

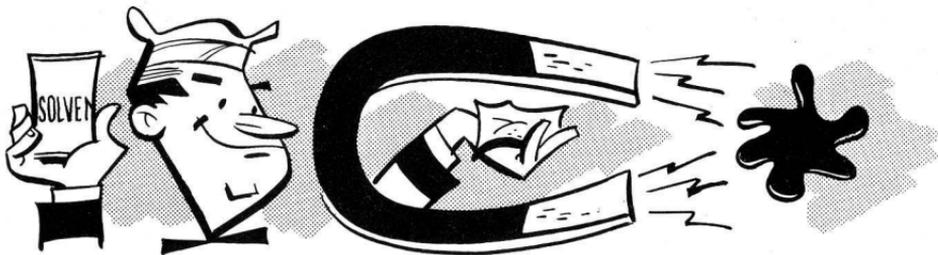


Cleaning upholstery today is different from what it was years ago when there were only a very limited number of materials to care for. There's an entirely new range of fabrics in use. Some models, for instance, have cotton headlining—vinyl trim—rayon-acetate seat upholstery—nylon and rubber floor mats. That adds up to at least five different materials—not to mention the paint, stainless steel and chrome moldings on the inside.



While separate materials call for various cleaning methods, there are cleaners available that can do a good job on almost any type of material. An important thing to keep in mind is that interior cleaning will call for some thought on your part, and a lot of patience. A few of the usual "home remedies", remember, may not work in some cases. Also, certain basic cleaning principles should be followed.

BASIC PRINCIPLES OF CLEANING



First of all, *you don't rub a spot out of a material*. Rubbing can drive the stain deeper into the fabric and make it harder to remove. Instead, you use a cleaning agent to loosen the grip of the spot and then use a cloth to draw it out—like a magnet. In other words, the agent lifts the soil particles into suspension so they can be transferred to the cloth.

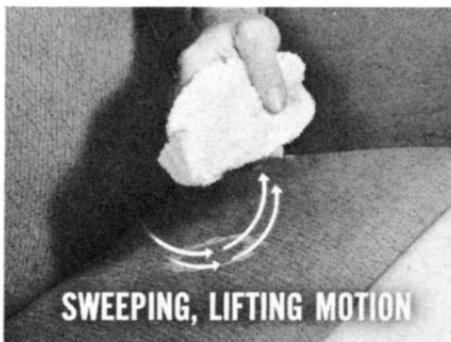


Another thing to remember is that there's a real *knack to using a cleaning cloth* when you remove a spot from a fabric. But before using a cloth, it pays to prepare the surface.



In short, when you tackle a typical spot on a fabric, the first step is to vacuum or brush off all you can from the area. Try to remove whatever's loose to begin with. Quite often, this preliminary brushing takes care of more than half of the spot. What's left, then, is a stain caused by the spotting agent.

How to Use a Cleaning Cloth—To remove that stain, take a Turkish-towel type of cleaning cloth because it's better for picking up dirt. Dampen a small area with the proper cleaning solution. Then, pass the cloth quickly and lightly over the stained area. Use a *sweeping, lifting motion*. Start gliding the cloth against the material and release pressure as you pass over the stained area. Your initial contact will transfer part of the stain to the cleaning cloth. A few more strokes will loosen most of the remaining soil particles.

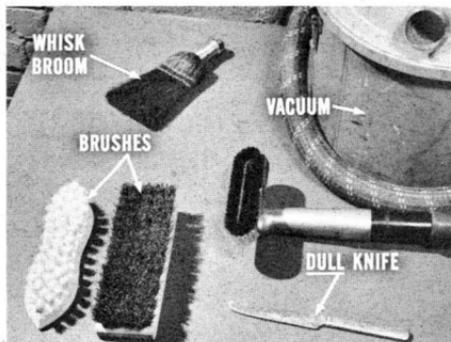


As soon as you see this transfer begin, take a new, clean area of the cloth and lightly wipe the spot dry. This removes more of the stain and prevents soaking the fabric. Move the cloth again and dampen a new area to start your sweeping motion. Don't be afraid to use a whole cleaning cloth for one spot. That's what a cleaning cloth is for!



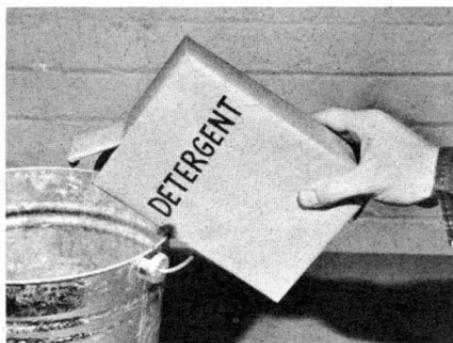
Keep changing the cloth as soon as it begins to get soiled. Otherwise, you might transfer dirt from the cheap cleaning cloth to a costly fabric. Never be stingy with cleaning cloths.

Basic Cleaning Tools—Now, besides cleaning cloths, there are other basic items involved in cleaning. There are mechanical tools, in addition to water, all-purpose cleaner, detergents, and dry cleaning solvents.



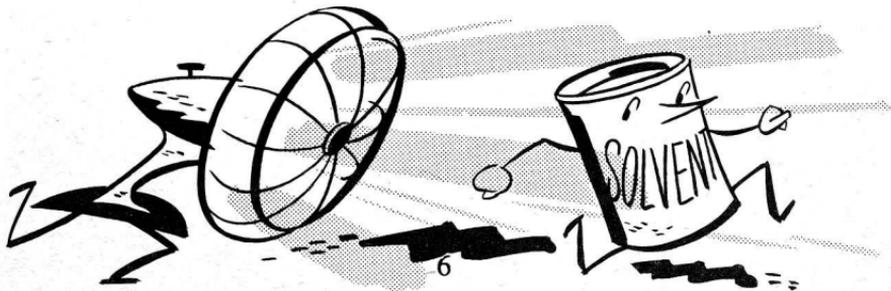
By mechanical tools we mean simple things like a whisk broom, soft and hard bristle brushes, a vacuum cleaner, and a dull knife. You've all used these tools before. A dull knife, for example, is handy for scraping off the excess of a wax, grease, oil, tar, candy, or ice cream spot.

Sometimes scraping is the only way to learn what caused a spot in the first place. Knowing that is a big help in deciding what to use for removing it.



Adding an ordinary laundry detergent to water is often all that's needed for cleaning vinyls, hard plastic, leather materials, and rubber floor mats. But be careful! *Never use a strong detergent* like that used on walls and woodwork. It will streak or fade the upholstery.

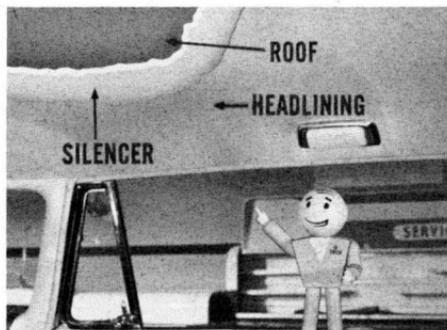
Be Cautious When Using Dry Cleaning Solvents! Using dry cleaning solvents also calls for extra care and plenty of good ventilation. Solvents have to be used sparingly and wiped dry to avoid damage to the finish on plastic, vinyl, or leather material.



When using a solvent on seat upholstery, don't let it soak through the fabric. The solvent can damage the foam rubber cushion underneath. The rubber can get sticky. Later, when it dries, it gets solid and lumpy and it won't be spongy in that area.



Removing Spots From Headlining—On headlinings, too much solvent can soak through and dissolve some of the materials in the silencer so it runs down and stains the lining. In a case like this, use a very small amount of solvent on the cloth. Apply it with only the lightest pressure, and wipe the area dry between solvent applications. As you can see, it's a tricky cleaning operation that calls for extreme care.

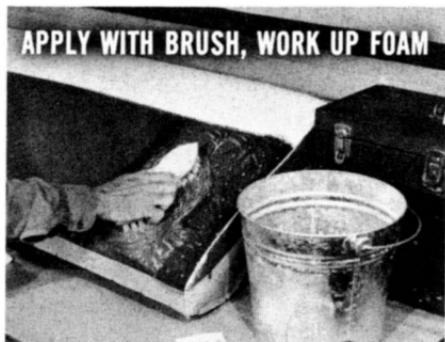


SOMETIMES "COMPLETE CLEANING" IS NECESSARY

Once in a while, you may have a car where the seat or interior is *completely dirty*. In a case like this, an *over-all cleaning job* with MoPar Kar-Kleen (Part No. 1643100) is your best bet. This is a safe, all-purpose cleaner that removes most spots and will not harm any material. However, you should always clean the entire seat or panel with it so you'll maintain an evenly cleaned appearance.

Kar-Kleen won't dissolve tar, trim cement, or asphalt stains. On these, use solvents first. Afterwards, use Kar-Kleen over the entire surface so there won't be any unsightly ring.

How to Do a Complete Cleaning—Directions on the back of the label explain how Kar-Kleen is mixed. Once that's done, dip in a medium-stiff fabric brush, shake off the excess cleaner, and apply it to the upholstery. Use light, agitating strokes to get an even application and raise a thick, creamy foam. Don't scrub because you might damage the fabric.



Timing is important. Wait till the foam disappears, then use a towel to wipe the surface thoroughly. If you raise some foam when you wipe, the chemical in the cleaner is still working and you're using the cloth too soon.

After wiping the area, let it dry thoroughly. If you're pressed for time, you can use drying lamps to fast-dry the interior. *But, check them frequently to avoid scorching the fabric.*

When the seat or panel is completely dry, use a medium-, or soft-bristle brush and remove any loosened dirt particles still present. More important, use the brush lightly to restore the nap.

HOW TO REMOVE COMMON STAINS

Ordinary stains fall into about six general groups:

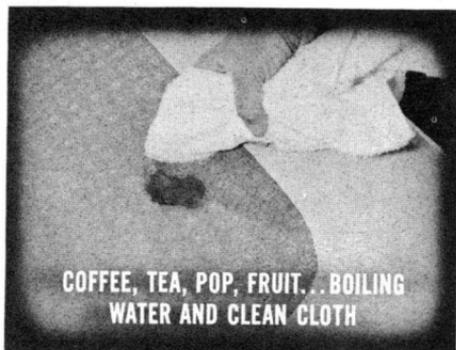
- (1) Dirt, mud, clay, and rust.
- (2) Coffee, tea, soda pop, water, and fruit.
- (3) Candy, chocolate, ice cream, and milk.
- (4) Blood, urine.
- (5) Grease, oil, wax-base shoe polish, asphalt, and tar.
- (6) Lipstick, rouge, and nail polish.

Dirt, Mud, Clay and Rust Stains—On these stains you'd use a brush or whisk broom first, then the vacuum cleaner. Never start with water or a wet cloth on dirt, mud, or clay. That can make the dirt cake and harden on the fibers.

If the mud is fresh, let it dry completely. Then brush it off. The remaining stain is easy to clean. Just use a mild detergent in water and apply it with a clean cloth.

There are special cleaners for rust stains that occasionally might be found on door trim panels. Any chemical company supplying dry cleaners can provide these. Usually, they are available under the general name of "rust eradicator," and the container label gives full directions for their use.

Coffee, Tea, Soda Pop, Water, and Fruit Stains—These are best removed with boiling water and a clean cloth. The hot water helps

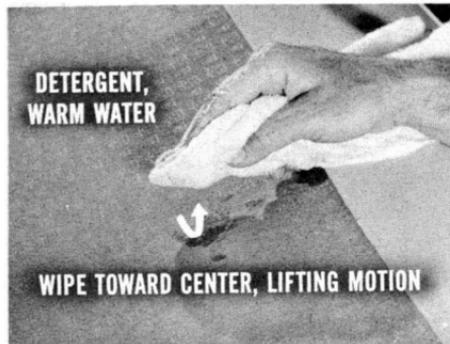


dissolve these spots. Don't soak the fabric; just dip the cleaning cloth in the hot water and squeeze out the excess. Then pass it quickly and lightly over the spotted area. Feather the edges as you go along. When the area dries completely, restore the nap by brushing it with a soft-bristle brush.

On water stains, however, use cool—or lukewarm water—on a cloth. Don't use hot water. Dampen the cloth slightly, and pass it lightly over the stain. Feather the edges as you go along. Let the area dry, and repeat the treatment, if necessary. Once the water stain disappears, brush the area to restore the nap. If water alone won't work, use Kar-Kleen and the complete cleaning method.

If a coffee stain has been on the fabric a long time so that it has set into the material, it may resist your cleaning attempts. In this case, apply a “digest” powder which may be obtained from the chemical companies supplying dry cleaners. Add this to water, apply it with a cloth. Then let it dry. Later, use a brush to restore the nap.

Candy, Chocolate, Ice Cream, Milk Stains—When it comes to removing stains caused by foods containing sugar and butterfat, use a dull knife to scrape off any excess first. Be careful not to damage the fabric.



After scraping, wet a clean cloth with a laundry-type detergent in *warm* water. Wipe the upholstery toward the center of the spot, using a *lifting* motion. Next, wipe the area dry with a clean cloth.

Repeat this until the spot is removed. When the area dries, brush it to restore the nap. Afterwards, it's a good idea to clean the entire seat or panel with Kar-Kleen.

NOTE: Keep the water and detergent used on the cool side. *Hot* water will set candy and butterfat stains. Sometimes using solvent to remove the butterfat first, will cut down the amount of cleaning needed with the detergent.

On door trim panels with the embossed chrome-like facings, use only a mild soap and water for cleaning. Strong soap, or even mildly abrasive soap powders, can damage the finish.

Blood or Urine Stains—First sponge off stains like this with clear, cold water. After this initial rinse, wash them lightly, using lukewarm water, with a laundry-type detergent. Work up a good lather. Rinse off the area with cold water, and let the fabric dry. When it's completely dry, use a soft bristle brush to restore the nap.



Owners with pets occasionally may have wet spots on seats that need attention. Remember that the urine of a meat-eating animal is largely acid and if allowed to dry will permanently stain the fabric. So, if the spot is still damp, sprinkle on an alkali, such as baking soda, to neutralize the acid. Then, rinse it off with clear, cold water.

There are also products on the market made especially to neutralize this type of stain. You can obtain these neutralizers from your local department stores or upholstery shops.

Grease, Oil, Wax-base Shoe Polish, Tar Stains—Use a dull knife to scrape off any excess first.

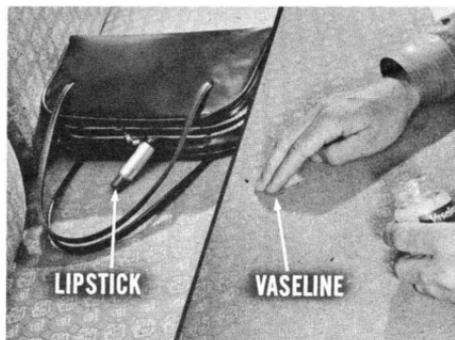
Then, with dry cleaning solvent on a clean cloth, work from the outside to the center of the spot. Go easy, and use solvent sparingly.



Keep changing the cloth, or you'll work the stains back into the fabric. Continue light, lifting swipes until the spot is gone. Also, be sure there's good ventilation where you're working. Fumes from solvents shouldn't be inhaled.

CAUTION: Whenever possible, avoid using dry cleaning solvents which are inflammable. Sparks, due to friction from hard rubbing may ignite the solvent. Solvents are also toxic. Play it safe! Remove the seats and work in an open, or well-ventilated area.

If grease and oil get on materials like vinyl, Kar-Kleen will be a safer cleaner to use, and it will not damage the material. Solvents, if used, should be applied sparingly and then quickly wiped off.



Lipstick, Rouge, Nail Polish Stains—With stains from lipstick and rouge, work in white vaseline first to loosen up the spot. This will lift the coloring agent in the cosmetic and hold it in suspension. Then, use solvent on a cloth to remove the stain. Work quickly to avoid a grease stain from the vaseline.

For nail polish stains use a nail polish remover that *doesn't contain acetone*. While acetone will dissolve nail polish, it shouldn't be used on rayon-acetate material as it will damage the fabric.

Nail polish can also be removed from vinyl or leather by using a pad of fine, No. 3 steel wool dipped in Kar-Kleen. Wipe the pad over the mark just lightly enough to lift the polish. This procedure can also be used to remove rub and scuff marks.

Chewing Gum—Scrape off as much gum as you can, being careful not to damage the fabric with the dull knife. Then, use solvent on a

cloth to dissolve the remaining gum. Use a lifting motion to pick up all the gum particles.

Always use solvents sparingly. It's better to make a number of small applications with a cloth. Soaking the material with solvent can dull or injure the finish.

If you're worried about the effect a solvent might have on a new fabric, try the solvent on a small area in an out-of-the-way place. If this tests out okay, then go ahead. If not, test a different type of solvent.

Remove Clear Plastic Seat Covers on New Cars—Clear plastic seat covers on new cars should be removed when a customer takes delivery. They cut down the natural springing of the cushion and make the ride less comfortable. But, even more important than that, if the plastic covers stay on too long, condensation can form underneath and stain the fabric. These covers are only meant for temporary protection during shipment, which is something you should tell your customer. Whenever you can, play it safe and remove them.



Cleaning Carpets—You can generally clean the carpeting the same way you clean the upholstery. Instead of the medium- or soft-bristle brush you use on seat fabrics, you should use a stiff-bristle brush on carpeting. In fact, regular stiff-brushing and vacuuming will remove the embedded dirt that does the most harm on carpeting. If the carpet needs more than



stiff-brushing and vacuuming, use a scrub brush to apply Kar-Kleen freely and work up a thick, heavy foam. After the entire carpet is coated, re-agitate the suds, using additional cleaner, if necessary.

Wipe the surface dry as you would during a complete cleaning job on seats or panels. Then, after the excess moisture has been removed, vacuum the carpet. Be sure to get the excess moisture out first, to avoid damage to the vacuum cleaner.

**HEADLINING . . . FOAM ON SPONGE,
ONE DIRECTION, LITTLE PRESSURE**



Cleaning the Headlining — Foam Cleaner Method. To clean headlinings, use a foam-type cleaner on a sponge. Move the sponge only in one direction, and from side to side. Don't exert too much pressure or the lining may come loose at the sides.



Use only the foam for this operation. If you wet a cotton headlining too much, it might shrink when it dries and pull away from the sides. Plastic headlinings, of course, won't do this.

Kar-Kleen Method—Apply Kar-Kleen to the headlining with a large sponge. **CAUTION:** *Do Not Soak Sponge in Cleaner.* Dip one side of the sponge in Kar-Kleen using only an amount that can be handled easily. Apply this to the headlining using short circular motions,

raising a thick creamy foam. Don't exert too much pressure or the lining may come loose at the sides. Lay nap down from right to left with last stroke. *DO NOT WIPE OR RINSE*. Clean in sections of about two square feet. When the headlining is *thoroughly dry*, brush with a clean, dry, soft-bristle brush, using long sweeping strokes from right to left. *DO NOT ATTEMPT TO RAISE THE NAP*.

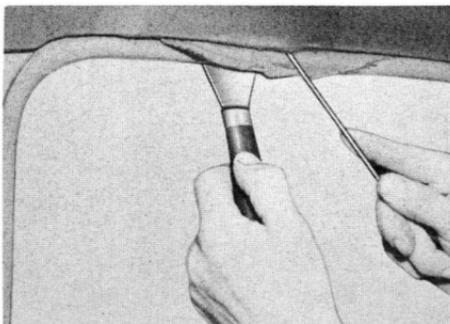
NOTE: The sponge should occasionally be rinsed in clear water and squeezed dry to remove the dirt.

MINOR REPAIRS TO THE HEADLINING

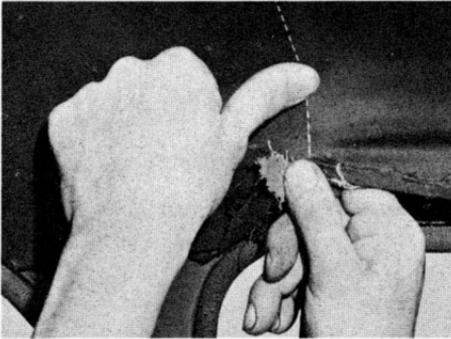
You may sometimes wonder about a slightly torn headlining on a car you've cleaned, or occasionally on a new car before delivery. In an unusual case of this kind, you'll find it far easier to make simple repairs and avoid the need for replacing the entire lining.

This is particularly true if the tear is near the retainers, the windshield, or the rear window. What you have to do, basically, is stretch the headlining so the tear can be moved in behind the retainer or molding. Here's how you go about it.

First, loosen the headlining from the retainer at the point where the repair is needed. To remove the headlining, use a dull putty knife to pry the retainer away from the roof side rail at the seam. Then, with a stiff wire about 8" long, lift the headlining from the barbs on the retainer. Loosen a section large enough to keep the stretching from being too localized and setting up strains.



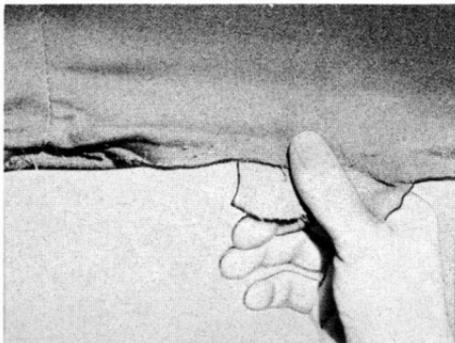
Stretch the Headlining Next—By tearing the listing at the headlining bow, you can stretch the lining to get a greater gripping edge. **CAUTION:** But don't tear the listing too far up the bow as this can make too great a change in contour and appearance of the headlining at the side. All you want to do is reduce the curvature enough to get a better grip on the barbs.



Carefully stretch the headlining until it reaches the retainer. Then, using a dull putty knife, hook it over the barbs between the retainer and side rail.

NOTE: Apply masking tape along the edge of the headlining to prevent unraveling of the material during the stretching.

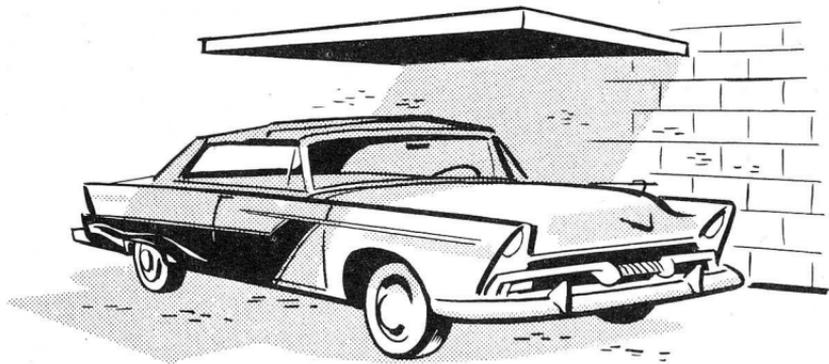
An Extra Piece of Material Will Help—If you sew, or cement a small



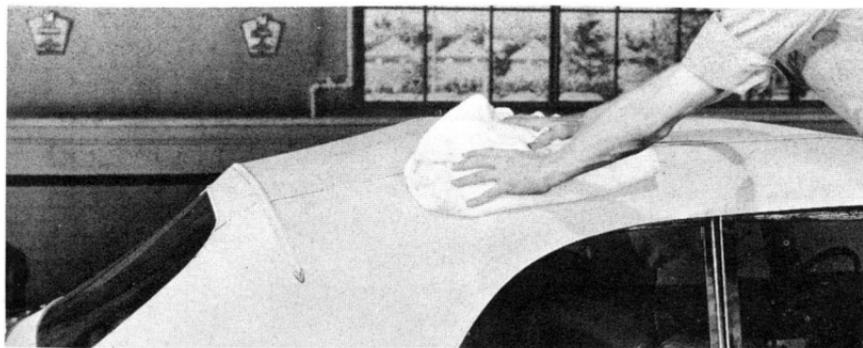
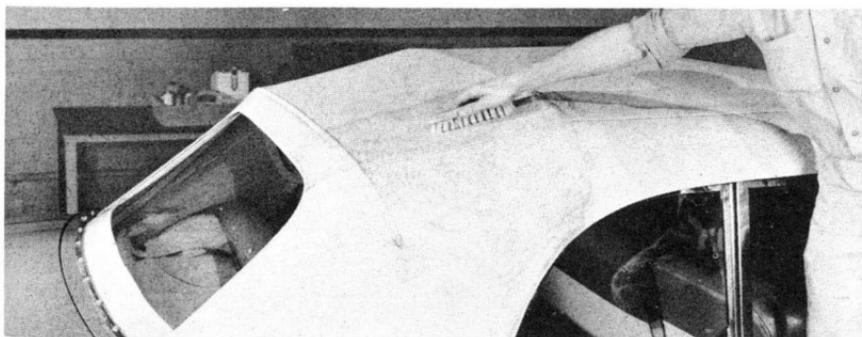
piece of matching material along the edge of the headlining, you'll get a better gripping edge for stretching the lining. After your installation, make sure this extra piece of material isn't showing.

HOW TO CLEAN CONVERTIBLE TOPS

Always clean tops on convertible models in the shade. You'll find it easier to clean top material when it is cool. What's more, a cool surface cleans more evenly.



Vinyl and Plastic-coated Tops—With a soft-bristle brush, apply Kar-Kleen solution freely to the entire top. Once the top is coated, go over the same area and apply more cleaner. Use short, circular motions to raise a thick, creamy foam. Remove the residue with a



clean, damp sponge. Rinse the sponge in clean water after each few swipes to keep the sponge clean. When the top is rinsed free of cleaner, use a clean Turkish towel to wipe it dry.

Canvas, Nylon, Rayon, Orlon Tops—Clean these as covered above, but after wiping them with a towel, fast-dry them in sunshine or with drying lamps. When the top is completely dry, use a stiff-bristle brush over the entire surface to remove any residue that may still be present.

Mild Detergents Are Also Effective—You can do a good cleaning job on tops with a stiff-bristle brush and a mild household laundry detergent added to water. Flood the top with water first. Then scrub only a section of the top at a time and rinse it off with clear water before doing another section. Be sure to immediately rinse off all detergent from the top and exterior finish as it might streak or discolor the paint.

Removing Grease, Tar, and Grime—Use a solvent, such as MoPar Fabric Cleaner or the equivalent, on a clean cloth and wipe the area dry. As the cloth becomes soiled, keep changing to clean areas to avoid transferring dirt back to the top. After using solvent, you may have to use detergent or Kar-Kleen to clean the entire surface for a bright, evenly cleaned top.

EXTERIOR CLEANING TIPS

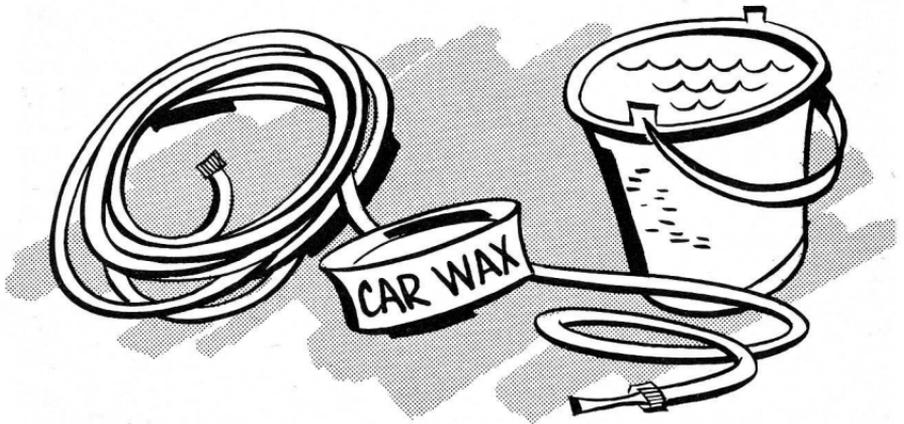


It will pay to caution owners not to use a dry cloth for wiping off dust or dirt on the outside finish. That can cause hairline scratches in the enamel. It's always best to flood the surface of the car with water first. That loosens the dirt and prevents scratching during a wash job.

Don't Wax A Brand-New Finish—It takes about three months for a new enamel finish to age. So, don't apply wax or polish for the first three months. During that period, wash off surface dirt regularly with clear, cold water. A mild detergent in water with a quick clear-water rinse will remove stains and road film that water alone won't wash off. After three months are up, it's all right to use a polish.



As you probably know, we have many fine products available for use on the outside finish. There's a great market for these products. An owner can use any of them to keep the enamel on his car new-looking and beautiful.



To Remove an Overspray—Occasionally, you may notice a car with an overspray paint condition. To correct it, use MoPar Lustur-Seal Liquid No. 1 on a lamb's-wool buffer, and operate the buffer slowly at speeds that don't exceed 1200 r.p.m.

CAUTION: Buffing at speeds above 1200 r.p.m. will quickly burn the finish.

NOTE: As you buff, check frequently to see if the buffer needs cleaning. If so, use a fiber-bristle brush. Otherwise, the buffer will cake up and cause circular patterns in the finish.

Use of Silicone Polish—Just about every polish available contains



some silicone. Newly applied paint, remember, won't stick to silicone. So, if a car's ever in a collision and requires re-painting, be sure to remove all silicone polish from the damaged area with silicone cleaner. If you don't, "fish eyes" will form in the new finish.

Protect Chrome Against Rust—Once in a while the chrome on the



car's bumpers will become chipped or scratched as a result of a contact with closely parked cars. The exposed metal may begin to rust. If you notice any rust spots of this nature, clean them off with MoPar Chrome Cleaner or the equivalent. Then, apply Chrome Protector or a good paste wax.

To Remove Bugs—To remove bugs from the front of a car, use ordinary baking soda on a damp cloth. That neutralizes the acid in the bugs and they'll wash right off.

CLEANING TIPS CHART

Type of Stain	Method of Cleaning	Cleaning Agent
Dirt or Dust	Brush or vaccuum . . . then wash.	Mild detergent in water.
Mud	Let dry—brush or vacuum . . . then wash.	Mild detergent in water.
Clay	Let dry—brush or vacuum . . . then wash.	Mild detergent in water.
Coffee Tea Soda Pop Fruit Juice	Wipe area quickly and lightly with cloth dipped in boiling water.	Boiling water
Water	Wipe spot quickly and lightly with damp cloth. Feather the edges, let dry and repeat procedure.	Lukewarm water
Candy Chocolate Ice Cream Milk	Scrape off excess with dull knife. Wash area with detergent in water.	Dull knife Mild detergent in warm water
Blood Urine Nausea	Sponge area quickly with clear, cold water. Wash lightly with lukewarm soapy water. DON'T USE HOT WATER ON BLOOD—IT WILL SET THE STAIN.	Clear, cold water Mild detergent and water Kar-Kleen

Type of Stain	Method of Cleaning	Cleaning Agent
Lipstick Rouge Nail Polish	Scrape off excess. Work white vaseline into the spot. Use solvent on clean cloth. TO PREVENT RINGING, USE KAR-KLEEN OVER ENTIRE AREA AFTER USING SOLVENT. NOTE: USE A NO. 3 STEEL WOOL PAD DIPPED IN KAR-KLEEN TO REMOVE THESE STAINS FROM VINYL, PLASTIC OR LEATHER.	Dull knife White vaseline Dry cleaning solvent Kar-Kleen Nail polish remover (without acetone)
Grease Oil Tar Trim Cement Wax-base Shoe Polish	Scrape off excess. Use solvent on cloth, making many light applications. Work cloth toward center of spot. Use lifting motion at spot. Avoid excessive use of solvent.	Dull knife Dry cleaning solvent
Chewing Gum	Scrape off excess. Use solvent on cloth to dissolve gum. Wipe spot lightly.	Dull knife Dry cleaning solvent

Kar-Kleen is a good all-purpose cleaner that is very effective and safe for cleaning all types of materials. It is used to remove all types of stains, (except tar, asphalt, trim cement, etc.). Always clean the entire panel or seat cushion when removing a spot.

GENERAL CLEANING TIPS



1. *Treat the stain while it is fresh, if possible.*
2. *Know the material—what is it made of?*
3. *Work carefully but quickly.*
4. *Try simple methods first.*
For a non-greasy stain, sponge with cold water.
For a greasy stain, use dry cleaning solvent.
5. *Avoid hot water on an unknown stain. Hot water sets many stains.*
6. *Test for color change on a sample of the cloth before using any stain remover.*
7. *Use removing agents sparingly.*
Many brief applications are better than one long one.
8. *Use light, lifting motions—never rub a removing agent into the stain.*
9. *Rinse well—never let a chemical dry on the fabric.*
10. *Dry rapidly to help prevent rings.*

**RECORD YOUR ANSWERS
TO THESE QUESTIONS
ON QUESTIONNAIRE NO. 92**

Never try to rub a spot out of a material as you might drive the stain deeper into the fabric and make it harder to remove. 1

RIGHT

WRONG

Use a Turkish-towel type of cleaning cloth because it picks dirt up better. 2

RIGHT

WRONG

Keep changing the cleaning cloth to avoid transferring stains back to the fabric you're cleaning. 3

RIGHT

WRONG

If solvent soaks through a seat fabric, it can damage the foam rubber cushion underneath. 4

RIGHT

WRONG

Too much solvent on a headlining can soak through and dissolve some of the materials in the silencer which can run and stain the lining. 5

RIGHT

WRONG

Kar-Kleen is a safe, all-purpose cleaner that removes most spots but should be used to clean the entire seat or panel for an evenly cleaned appearance. 6

RIGHT

WRONG

Kar-Kleen won't dissolve tar, trim cement, or asphalt stains. 7

RIGHT

WRONG

On dirt, mud, or clay stains that are dry, brush and vacuum first to remove most particles; then, clean with a cloth dipped in water containing a mild detergent. 8

RIGHT

WRONG

Use boiling water and a clean cloth to remove coffee, tea, pop and fruit stains. 9

RIGHT

WRONG

After scraping off any excess of grease, oil, shoe polish, and tar stains, use solvent on a clean cloth. 10

RIGHT

WRONG