

CHAPTER ONE: DAMP AMBITIONS MADAME MILDEW

MOISTURE
FINDS A WAY.

Nine straight Jacksonville summers. One bathroom fan nobody ever switched on.

DRIP!

She started small – a shadow in the grout, a freckle on the caulk line.

By August she had the shower door, the ceiling corner and the bath mat under contract.

CREEEEEAK

The homeowner scrubbed with a supermarket spray. Madame Mildew laughed in humidity.

SCRUB!

CLASSY CLEAN
OF JAX

AAAAHHH...
HUMIDITY
IS HOME.

Then a deep clean arrived: grout lines scoured, seals treated, air moving again.

Classy Clean
OF JAX

She was born in a shower
nobody bothered to squeegee.

HOW IT ENDS

Deep cleaning strips her territory back to the tile.
Keep the fan running and she has nowhere to move in.

WELCOME TO
JACKSONVILLE
FLORIDA

SAME CITY.
CLEANER.
TOMORROW.