

= Spider @-@ Man : One More Day =

" One More Day " is a four @-@ part , 2007 comic book crossover storyline , connecting the three main Spider @-@ Man series concurrently published by Marvel Comics at the time . Written by J. Michael Straczynski and Joe Quesada , with art by Quesada , this story arc concludes the fallout of Spider @-@ Man 's actions during the 2007 Civil War crossover . " One More Day " starts in The Amazing Spider @-@ Man # 544 , continues in Friendly Neighborhood Spider @-@ Man # 24 and The Sensational Spider @-@ Man (vol . 2) # 41 , and concludes in Amazing Spider @-@ Man # 545 .

After his Aunt May has been shot , Spider @-@ Man seeks help to save her life . He encounters the demon Mephisto , who offers to save her life if Spider @-@ Man gives him his marriage . Spider @-@ Man and his wife Mary Jane Watson agree , and this part of their history is erased so that , effectively , they have never been married . Additionally , the demon erases the world 's collective memory of Spider @-@ Man 's secret identity , which had been exposed in Civil War # 2 . The storyline set the stage for a restructuring of the Spider @-@ Man titles , resulting in the cancellation of Friendly Neighborhood Spider @-@ Man and The Sensational Spider @-@ Man , with Amazing Spider @-@ Man revamped as a thrice @-@ monthly publication .

The decision to abruptly end Peter Parker and Mary Jane 's marriage and the events of " One More Day " were heavily criticized upon the series ' conclusion , although the artwork received praise .

= = Publication history = =

Marvel Comics editor @-@ in @-@ chief Joe Quesada felt dissolving the Peter Parker and Mary Jane marriage and returning Spider @-@ Man to his roots was necessary to preserve the longevity of the character for the next 20 or 30 years . Quesada said he and other previous editors @-@ in @-@ chief had long been seeking an opportunity to begin a new methodology in which to tell Spider @-@ Man stories , but had not found a reasonable way to do so . Quesada said , " It 's very easy to un @-@ marry a character , or fix something like that : you just do a huge universal retcon , and say a few events in history didn 't happen . But that 's really not the way we do it here at Marvel . " Quesada found an opportunity to address this in the events of the 2007 Civil War mini @-@ series , which resulted in the unmasking of Spider @-@ Man 's identity to the public . Quesada knew J. Michael Straczynski was planning to end his run as a Marvel writer , so he personally approached Straczynski to propose " One More Day " as his final project .

The ideas for " One More Day " began to develop almost two years before its release , at one of Marvel 's creative summits for creators and editors . Quesada , Straczynski , Brian Michael Bendis , Mark Millar , Jeph Loeb , Tom Brevoort and Axel Alonso developed the concept between them , and Ed Brubaker and Dan Slott added more at the next summit . " One More Day " was announced as the concluding storyline of Straczynski 's run on Amazing Spider @-@ Man in early 2007 , and Quesada was named as the artist for the storyline . Although Quesada had become more selective in choosing projects to do as an artist since becoming editor @-@ in @-@ chief , he felt compelled to do the art for One More Day because he felt very close to the story , and because since he had been talking about the project for so long , he felt he " needed to put my money where my mouth is . "

While no plot details were given , Marvel issued a promotional image in February that consisted solely of the line " What would you do ... with one more day ? " against a background of spider webbing . At a panel at the San Diego Comic Con in June 2007 , Joe Quesada gave few details about the story , but described it as " a Peter @-@ MJ story . " At the same panel , Marvel editor Tom Brevoort announced that Amazing Spider @-@ Man would become the sole main Spider @-@ Man title , and would be published three times a month .

Due to Quesada 's known dislike of Mary Jane and Peter Parker 's marriage , fans began to speculate he intended to dissolve their marriage in one form or another . Quesada felt that 1987 's " The Wedding ! " story happened due to an editorial decision , and that Jim Shooter mirrored events Stan Lee had planned for the Spider @-@ Man comic strip in order to maximize any publicity

generated .

Straczynski surprised many when he publicly revealed : " There 's a lot that I don 't agree with , and I made this very clear to everybody within shouting distance at Marvel , especially Joe Quesada ... there was a point where I made the decision , and told Joe , that I was going to take my name off the last two issues of the OMD arc . Eventually , Joe talked me out of that decision because at the end of the day , I don 't want to sabotage Joe or Marvel , and I have a lot of respect for both of those . " Quesada explained this disagreement with Straczynski , stating that their rift was primarily over the " methodology " of how to erase Peter and Mary Jane 's marriage , but Straczynski was on board with the editorial mandate of undoing the Parkers ' marriage .

Various Marvel writers , including Brian Michael Bendis , Mark Millar , Ed Brubaker and incoming Amazing Spider @-@ Man writer Dan Slott had a hand in developing the story . During the course of the story 's development , Quesada claims that he and Straczynski made plans to resurrect Gwen Stacy alongside Harry Osborn in the final chapter . This plot twist was discarded after numerous Marvel editors and writers lobbied for the character to remain dead . According to Quesada , Straczynski 's original script for the storyline 's fourth issue involved changes to continuity going as far back as 1971 . Peter would have helped Harry Osborn get into rehab for his drug addiction immediately , which would have allowed a number of rewrites . Mary Jane would have remained in a relationship with Harry , Gwen would not have been killed and ultimately Peter 's marriage to Mary Jane would not have taken place . Quesada realized that these changes would have far @-@ reaching consequences for both historical and forthcoming storylines , so he made the decision to change Straczynski 's story . While Peter and Mary Jane were to have remained a couple for the purposes of back @-@ story , they were simply not a married couple . Quesada also described " One More Day " as an emotional climax of sorts and resolution for the relationship between Peter Parker and Tony Stark , who had developed a father @-@ son @-@ like bond during the " Civil War " storyline . However , Quesada hinted the paths of the two characters could cross again in the future due to planned storylines for Iron Man .

Quesada , answering questions for Comic Book Resources , said every story that happened in the Spider @-@ Man canon still " counted " , with the only change being that , due to the world 's newly revised memories , Peter and Mary Jane did not marry due to some unknown incident and the official unmasking of his identity to the public during the 2007 Civil War mini @-@ series has been forgotten . A " back and forth " developed between Quesada and J. Michael Straczynski in separate interviews and messages , with Straczynski outlining some of his original plans for the " retcon " , and conversations he had with Quesada about the storyline . Quesada said , " We 're committed to preserving as much of these stories as is humanly possible , " but he added the changing of certain elements is inevitable . For example , he sees the storyline in which Mary Jane was pregnant as never having happened . Also , Spider @-@ Man lost the organic webshooters that he gained in the " Avengers Disassembled " storyline , and the other spider @-@ like powers that he gained in the 2005 @-@ 2006 storyline , " The Other . " Quesada commented that in removing those powers and bringing back Spider @-@ Man 's mechanical webshooters , he was returning " an element that [he] felt needed to be brought back into Peter 's world , " and that the " mechanical webshooters demonstrate Peter 's ingenuity and overall smarts . "

Quesada sees Peter 's making a " deal with the Devil " as a villain (Mephisto) taking advantage of someone at his weakest moment . This , he feels , is a better resolution than Peter and Mary Jane getting divorced , which would indicate " they gave up on their love , that their life in love together was so awful , so stressful , so unfulfilling that they had to raise a red flag and walk away from it . They quit on their marriage and even more tragic , (they) quit on each other . Instead , we had them make a deal with the devil . ' Cause that isn 't as bad . " Quesada went on to say , " Peter and MJ didn 't quit on their love , they sacrificed it to save a life , that to me is a pretty heroic story . "

= = = Release and delays = = =

The four issues that comprised " One More Day " were originally scheduled to ship weekly in August 2007 . The story encountered delays due to Quesada 's art duties conflicting with his job as

editor @-@ in @-@ chief . Sensational Spider @-@ Man (vol . 2) # 41 was rescheduled for release in late October , and the concluding chapter of the story , Amazing Spider @-@ Man # 545 , was rescheduled for November . The issues were again delayed in late October , with Sensational Spider @-@ Man (vol . 2) # 41 and Amazing Spider @-@ Man # 545 resolicited for release on November 28 and December 27 , respectively .

= = Plot = =

The events of " One More Day " began in Amazing Spider @-@ Man # 544 , where Peter Parker 's Aunt May is shown slowly dying from a gunshot wound sustained during the events of Civil War and " Spider @-@ Man : Back in Black " . Peter is forced to ask Tony Stark for financial assistance , and then seeks counsel with Doctor Strange . The latter informs Peter that he can do nothing to grant Aunt May her life back . However , he helps Peter seek the aid of several others including Doctor Doom , the High Evolutionary , Reed Richards , and Doctor Octopus . Peter attempts to go back in time using a magic spell without Strange 's approval , harming himself in the process . Strange heals his wounds and sends him on his way , encouraging him to be by his Aunt 's side at her death .

On his way to the hospital , Peter is confronted by a little girl , who says she holds the answer to his problem . He talks to the little girl , who runs off . While pursuing her , Peter encounters a group of men ; a woman in red informs him these are alternate versions of himself , from alternate timelines where he never became Spider @-@ Man . The woman in red transforms into the demon Mephisto , who tells Peter he can save Aunt May . As payment , Mephisto wants not Peter 's soul , but his marriage to Mary Jane . Peter and Mary Jane are given until midnight the following night to decide their answer and , after several hours agonizing over the choice , they agree to the deal , as long as knowledge of Peter 's secret identity is erased from the world . Mary Jane also whispers to Mephisto another , unspecified offer in return for Mephisto putting Peter 's life back exactly how it was and " [giving] him a chance at happiness . " Finally , Mephisto reveals to the couple that his disguise as the little girl was in fact their future daughter , but she will never exist because of their decision . This future daughter is not to be confused with May " Mayday " Parker (Spider @-@ Girl) . May " Mayday " Parker is the baby that Peter Parker and Mary Jane had at the end of the Clone Saga from the 1990s and would grow up to be Spider @-@ Girl if Norman Osborn never killed her .

Mephisto then changes history so that Peter and Mary Jane never married , and no one remembers whose face is underneath Spider @-@ Man 's mask . Peter wakes up alone in bed , once again living with Aunt May . He attends a party being held for his best friend Harry Osborn (previously thought to have died in Spectacular Spider @-@ Man # 200) , who introduces Lilly Hollister and Carlie Cooper . Peter glimpses Mary Jane sadly leaving the party . The guests all toast to a " Brand New Day . "

= = Reception = =

One More Day was panned by fans and critics . IGN reviewer Jesse Schedeen described Amazing Spider @-@ Man # 545 as " undoubtedly the worst comic Marvel published in 2007 " and a " deus ex machina of the highest order . " He did admit that writer Straczynski " had a great handle on the Peter / Mary Jane dynamic , " making their potentially final moments mean something , and that Quesada 's artistic style made sense given the dark tone . However , he also dismissed the story as " infuriating and downright disrespectful to anyone who has come to love Spider @-@ Man comics over the years . " IGN published two " Additional Take " reviews for Amazing Spider @-@ Man # 545 . Bryan Joel said that he 'd been a " vocal supporter " of " Brand New Day " , but summarized the OMD story as " flip , weightless , and painfully brief . " Richard George stated that " One More Day " " could prove to be the best example of editorial influence gone horribly , horribly wrong " and " in trying to preserve the appeal of Peter Parker , Joe Quesada has actually managed to fundamentally undermine the character . " Both Joel and George agreed with their colleague in complimenting Quesada 's artwork . Tim Marchman of The Wall Street Journal stated that having Spider @-@ Man makes a deal with the devil @-@ like Mephisto is " the rough equivalent of having

Z @-@ movie director Uwe Boll film a studio @-@ funded prequel to Martin Scorsese 's Taxi Driver

Spider @-@ Man creator Stan Lee praised the storyline and what he perceived as the courage its writers and creators showed in so drastically changing a popular and well @-@ established character . Lee said changes are needed to keep a series fresh and compared the criticism from fans to the backlash Marvel Comics received when Peter Parker and Mary Jane Watson married in the first place . However , in the newspaper strip he pens , he wrote a deliberate parody of the " One More Day " retcon , revealing that it was in fact a bad dream . Peter remains married to Mary Jane in the newspaper strip .

In a roundtable review at Newsarama , J. Caleb Mozzocco agreed that Spider @-@ Man was easier to relate to while young and single , but that retconning the marriage of Spider @-@ Man was unnecessary due to the existence of titles such as Ultimate Spider @-@ Man and Marvel Adventures Spider @-@ Man . He found the story confusing , wondering how this retcon made sense in the larger Marvel Universe as Spider @-@ Man played important roles in New Avengers and " Civil War " . Kevin Huxford claimed , " you can feel editorial mandate dripping from this " and called the story " utterly ridiculous , " while Lucas Siegel criticized Quesada 's decision to have heroic Peter Parker make a " deal with the Devil " for selfish reasons . Richard Renteria felt that the story 's conclusion was a missed opportunity " to add a new layer of guilt to Peter ? s already rocky life by allowing May to finally have the send off she deserves , " while Troy Brownfield felt that the storyline damaged Marvel continuity and Spider @-@ Man 's decision was " selfish and childish , " not to mention " a big middle finger to the idea of marriage in comics . " He speculated preferable endings to the story before concluding , " As it stands , Peter , MJ , May . . . and the readers . . . all got a raw deal . " A more positive view came from Brandon Thomas , who felt that " One More Day " was " an incredibly well @-@ told story . " He praised the writing , in particular the morally ambiguous decision Peter has to make and the way he and Mary Jane deal with it together , as well as Quesada 's art , which he felt set the tone of " guilt , regret , and despair . " In regards to the change made in Spider @-@ Man canon , he said , " Peter Parker being married really isn ? t a vital component of the mythos " and that it allowed Marvel to make " big , sweeping changes to bring things slightly more into focus and back on message . "

Wizard praised the artwork , specifically the way Quesada differentiated visually between the dark and light tones before and after the retcon . However , they felt " the entire set up and execution just doesn ? t make sense " and failed to empathize with the characters and their decisions . They criticized the use of magic in a largely science @-@ based book , calling it " the biggest cheat since Dallas . " They also felt that the concept of making Spider @-@ Man more accessible was undermined by the new and unfamiliar characters .

In their coverage of the storyline , UK Television 's Channel 4 News also compared the reaction to " One More Day " to that of Dallas , claiming , " This controversial issue of the comic has been flying off the shelves but reaction from readers has been venomous . " Channel 4 speculated that the reason for the storyline was to make the comics more similar to the financially successful films and merchandise .

Comic book historian Peter Sanderson criticized the story for using a supernatural element to retcon the marriage and not maturely dealing with the issue of divorce , arguing the writers had forgotten stories where Spider @-@ Man dealt with his causing the death of Uncle Ben , drugs and child abuse . He wrote , " I expect there are people who are professional comics writers and editors , and people who will someday become professional comics writers and editors , who are outraged that Marvel had Spider @-@ Man make a deal with the devil . And these present and future writers and editors will be determined to undo it . We shall see whether it takes twenty years this time , or much less . " He found the story better than the Clone Saga in the respect that it altered an aspect of canon , instead of erasing it entirely . He also criticized the idea of a hero making a deal with one as evil as Mephisto , effectively the devil .

The direct sales estimates for the initial month of publication for the first issue of the storyline , Amazing Spider @-@ Man # 544 , was 146 @, @ 215 , putting it in second place after " World War Hulk " . This dropped to 110 @, @ 405 with Friendly Neighborhood Spider @-@ Man # 24 , 100

@, @ 300 (and seventh position in number of sales) for The Sensational Spider @-@ Man # 41 and the conclusion to the storyline , The Amazing Spider @-@ Man # 545 , was ranked second with estimated sales of 124 @, @ 481 .

= = Future direction = =

Marvel posted a sneak peek at the final pages of the first post- " One More Day " issue , Amazing Spider @-@ Man # 546 , and a two @-@ page spread penciled by John Romita , Jr. entitled " Spider @-@ Man : The New Status Quo ! " , which established the new continuity of Spider @-@ Man . The retcon brings back Harry Osborn from the dead (in this new continuity , instead of having been dead he had been living in Europe for many years) , and explains that although Spider @-@ Man unmasked himself during the events of the " Civil War " storyline , no one remembers who was behind the mask . Although Quesada would initially take the position that the changes to the timeline did not have to be explained since they were the result of magic , subsequent writers would , in short order , provide detailed , in @-@ continuity explanations for the changes .

In 2010 , Quesada wrote a sequel storyline , " One Moment in Time " . This story established that the only actual change Mephisto wrought upon the timeline was allowing a criminal to escape custody , causing a butterfly effect that prevented Peter and Mary @-@ Jane 's marriage as Peter was delayed in reaching the wedding , prompting Peter and MJ to reconsider marriage . The storyline also established that May was saved by Doctor Strange , despite Strange saying during " One More Day " that it was beyond his power to save her , who also worked with Iron Man and Mister Fantastic to create a mass mind @-@ wipe across the globe to protect Peter 's identity , using the Extremis as a dispersal system to simultaneously erase Spider @-@ Man 's identity and establish a ' psychic blindspot ' that prevents anyone from realising that Peter Parker is Spider @-@ Man , regardless of the evidence they might discover , unless Peter is unmasked in front of them .

= = Collected editions = =

The story has been collected into a single volume , One More Day , with an afterword by Stan Lee . The 112 @-@ page volume collects Amazing Spider @-@ Man # 544 @-@ 545 , Sensational Spider @-@ Man # 41 , Friendly Neighborhood Spider @-@ Man # 24 and Marvel Spotlight : " Spider @-@ Man - One More Day / Brand New Day " . The hardcover was published April 2008 (ISBN 0 @-@ 7851 @-@ 2633 @-@ 3) , and the softcover in August 2008 . (ISBN 0 @-@ 7851 @-@ 2634 @-@ 1)