A MOVE in the Socialist party direction was made by the Chicago Socialist when it changed its name to World. The word “Socialist” is likely to repel; the word “World” is non-repellent. Thus the Chicago World may succeed in getting readers, whereas the Chicago Socialist has failed. Obedient to the law that effect reacts back upon cause and stimulates cause, often even to the extent of turning cause into effect, the S.P., a cause to which the change of name by its Chicago organ is the effect, should now also change its name, say to the “World’s Party”; cause and effect, acting and reacting upon each other, the paper may then call itself the “Vapor”; the paper’s newest name effect a further change in the party’s name to the “Vapor Party”—and so on. It is worth while for somebody to try and “catch society napping,” and thus word it into a revolution, while the S.L.P. is making the front attack.