

# COLLECTIONS IN THE CLASSROOM

*The Lost Cause* by Edward A. Pollard advertisement, 1866

The only Official and Authorized Southern History of the War.

By E. A. POLLARD.

## THE LOST CAUSE,

BY

EDWARD A. POLLARD,

OF VIRGINIA,

EDITOR OF THE "RICHMOND EXAMINER," DURING THE WAR.

Comprising a full and authentic account of the rise and progress of the late Southern Confederacy--The Campaigns, Battles, Incidents and Adventures of the most gigantic struggle of the world's history.

COMPLETE IN ONE LARGE ROYAL OCTAVO VOLUME OF NEARLY 800 PAGES.

WITH

TWENTY-FOUR SPLENDID STEEL PORTRAITS,

OF

DISTINGUISHED CONFEDERATE LEADERS,

AS FOLLOWS:

Jefferson Davis,  
A. H. Stephens,  
J. P. Benjamin,  
Henry A. Wise,  
J. C. Breckenridge,  
Wm. L. Yancey,  
J. M. Mason,  
John Slidell,

Robert E. Lee,  
"Stonewall" Jackson,  
P. G. T. Beauregard,  
R. S. Ewell,  
A. P. Hill,  
J. Longstreet,  
A. S. Johnston,  
J. E. B. Stuart,

Jo. E. Johnston,  
Braxton Bragg,  
Kirby Smith,  
N. B. Forrest,  
Leonidas Polk,  
J. B. Hood,  
W. J. Hardee,  
John Morgan.

The Publishers take pleasure in announcing that they have secured the talents of this distinguished Author and Historian, in preparing a work worthy of the theme and the occasion.

The history of the vanquished has too often fallen to the pen of the victor, and to insure justice to the Southern cause, the pen must be taken by some Southern man who is willing to devote his time and talents to the vindication of his countrymen, in a history which shall challenge the criticism of the intelligent, and invite the attention of all honest inquirers.

Such a work will be of peculiar interest to the candid and intelligent public of the North, and is of the utmost importance to the People of the Southern States.

Mr. POLLARD, of all writers in the South, is doubtless the best qualified to prepare a complete and Standard History of the War, and to commit to the present and future generations a faithful and worthy record of their great struggle, and of a cause lost, save in honor--having been employed during the entire period of the war as editor of a Richmond newspaper, and thus trained to the best sources of information, and by especial research has collected a quantity of historical material pertaining to the secret history of the war which no one else in the country has or can now obtain.

He comes to the work with the encouragement and authority of Generals R. E. LEE, J. E. JOHNSTON, BEAUREGARD, "DICK" TAYLOR, FITZBUGH LEE, Ex-Gov. WISE, and other distinguished Confederate Leaders.

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### ERA

Post Civil War, Reconstruction

### THEMES

Lost Cause Myth, Public Memory, Media

### CITATION INFORMATION

Pollard, Edward A. 1866. *The Lost Cause: A New Southern History of the War of the Confederates*. New York: E. B. Treat & Co.

### ESSENTIAL QUESTIONS

1. Who decides how we remember major events in our families, communities and nation?
2. Why was the "Lost Cause" myth such a successful propaganda campaign?

### CONTEXT

In 1866, journalist and editor of the *Richmond Examiner*, Edward A. Pollard, published *The Lost Cause: A New Southern History of the War of the Confederates*. That work introduced the phrase "Lost Cause," which would continue to grow and expand as a term to reframe the Civil War by justifying the South's loss and promoting state's rights as the cause of the war instead of slavery. The myth of the Lost Cause became an accepted truth as its ideas were spread through education, media, politics, money, religion and violence.

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### Transcription of the paragraph from the advertisement

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## Excerpts

These are a few passages from the conclusion of the book.

*The last memorable remark of Ex- President Davis, when a fugitive, and before the doors of a prison closed upon him, was : " The principle for which we contended is bound to reassert itself, though it may be at another time and in another form." It was a wise and noble utterance, to be placed to the credit of an unfortunate ruler...(749)*

*All that is left the South is " the war of ideas." (750)*

*Defeat has not made " all our sacred things profane. " The war has left the South its own memories, its own heroes, its own tears, its own dead. Under these traditions, sons will grow to manhood, and lessons sink deep that are learned from the lips of widowed mothers...(751)*

*The war has not swallowed up everything. There are great interests which stand out of the pale of the contest, which it is for the South still to cultivate and maintain. She must submit fairly and truthfully to what the war has properly decided. But the war properly decided only what was put in issue : the restoration of the Union and the excision of slavery ; and to these two conditions the South submits. But the war did not decide negro equality ; it did not decide negro suffrage ; it did not decide State Rights, although it might have exploded their abuse ; it did not decide the orthodoxy of the Democratic party ; it did not decide the right of a people to show dignity in misfortune, and to maintain self-respect in the face of adversity. And these things which the war did not decide, the Southern people will still cling to, still claim, and still assert in them their rights and views. (751-752)*

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