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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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)