



***Dream Car* by Professor Dimitry Anastakis announced as Winner of Waugh Family Foundation Book Prize in Canadian Business History**

The Canadian Business History Association (CBHA) is pleased to announce that *Dream Car: Malcolm Bricklin's Fantastic SV1 and the End of Industrial Modernity* (University of Toronto Press, 2024), by Professor Dimitry Anastakis, has been awarded the inaugural Waugh Family Foundation Book Prize in Canadian Business History.

Dream Car is the tale of entrepreneur Malcolm Bricklin's sporty, sexy Safety Vehicle-1, a legendary failure in automotive history yet one that reveals much about postwar North America's economic, political, and cultural evolution. The Waugh Family Foundation Book Prize in Canadian Business History, which comes with \$10,000, was awarded last night in Toronto at a keynote event organized by the CBHA.

"As daily events regularly demonstrate, having a sense of business history in Canada is more important now than perhaps ever before," said Dr. Andrew Ross, Chair of the CBHA. "A book like *Dream Car* reminds us that Canada has a long history of innovation in the automotive sector. It also shows how history can be a guide to the road ahead."

Professor Anastakis, a scholar of the automotive industry, is the L.R. Wilson and R.J. Currie Chair in Canadian Business History at the University of Toronto in the Department of History and the Rotman School of Management.

"I am delighted to receive this recognition from the CBHA and the Waugh Family Foundation for my book," said Dimitry. "The book aims not only to capture the story of a notable entrepreneur, but to highlight the tremendous importance of cars and the automotive sector to millions of Canadians, and how automobility has shaped and reshaped our world over the last century and a half."

The Waugh Family Foundation Book Prize in Canadian Business History recognizes excellence in business history scholarship. The Award, which is open to books in English and French, is one of three prizes sponsored by the Waugh Family Foundation, each presented on a tri-annual basis. The Waugh Family Foundation Career Recognition Award was given in 2024 to Professor Brian Young, James McGill Emeritus Professor of History at McGill University, and the Waugh Family Foundation Prize in Public History will be given out in 2026.

The Waugh Book Prize jury for this year comprised Professor Don Nerbas, Associate Professor and the St. Andrew's Society/McEuen Scholarship Foundation Chair in Canadian-Scottish Studies at McGill University, Professor Erik Thomson, Associate Professor of History at the University of Manitoba, and Alex Walker Turner, Associate Partner at McKinsey & Company. Professor Nerbas is a Board member of CBHA.

About the CBHA: Created in 2015, the CBHA brings together academics from a wide range of disciplines, archivists, and business leaders in the common pursuit of advancing the study and understanding of business history in Canada. Learn more about the CBHA/ACHA at our website, <http://cbha.ca/>

The jury wrote the following in selecting this book:

Dimitry Anastakis's Dream Car is a landmark achievement in Canadian business history. On the surface, it recounts Malcolm Bricklin's ill-fated Canadian sports car, but at its heart it is about far more: the automobile as the defining site where technology, culture, and visions of the future converged in ways that transformed the 20th century. Anastakis makes a convincing case that the car was central to modernity, and that today's electric vehicle revolution, led by Tesla and its competitors, may mark the threshold of a new industrial era.

What makes the book so powerful is how Anastakis uses failure to illuminate success. Rather than dismissing Bricklin as a colourful hustler, he asks why the venture appealed, why it failed, and what this reveals about entrepreneurial risk, industrial policy, and consumer culture. His nuanced chapters on risk, the future, and entrepreneurship go beyond conventional business history, rooting analysis in Schumpeter while challenging us to reconsider how personalities, business models, and structural forces shape economic outcomes.

The book also demonstrates extraordinary breadth. From tariffs and trade to marketing, gender, and cultural symbolism; from production technologies to the politics of regional development, Anastakis interweaves economic, political, social, and cultural contexts with elegance and depth. Readers come away with insights not just into Canada's place in the auto industry, but into global questions of innovation, risk, and industrial change. Above all, Dream Car is engagingly written, richly researched, and intellectually ambitious—business history at its very best.

The Jury also short-listed two other books: Alexandra Posadzki's *Rogers v. Rogers: The Battle for Control of Canada's Telecom Empire* (McClelland & Stewart) and Eric Cline's, *Squandered: Canada's Potash Legacy* (University of Regina Press).

Further Quotes:

Dr. Andrew Ross, Chair of the Board, CBHA: "On behalf of the CBHA, I would like to thank everyone who submitted a book, as well as publishers who see the value of rigorous business history, and the jury members for their diligence. The range of submissions for this award illustrates the high quality and growing quantity of business history books in Canada."

University of Toronto Press: "*Dream Car* demonstrates the breadth of Canadian business history and its importance to Canadian history. This is business history done at an exceptionally high level with a broad appeal across the discipline. The book also has its own play list!"

About the CBHA: Created in 2015, the CBHA brings together academics from a wide range of disciplines, archivists, and business leaders in the common pursuit of advancing the study and understanding of business history in Canada. Learn more about the CBHA/ACHA at our website, <http://cbha.ca/>



The 2025 CBHA/ACHA Award for Best Scholarly Article in Canadian Business History

CBHA is pleased to announce **Sarah Elvins** and **Katherine Parkin** as winners of our 2025 **Award for Best Scholarly Article in Canadian Business History** for their article “The Business of Abortion: Referral Services, Cross-Border Consumption, and Canadian Women’s Access to Abortion in New York State, 1970–1972” *Enterprise & Society* (2024), 1–21 (doi:10.1017/eso.2023.61).

While the topic of abortion has typically been a health/women’s history topic, the authors turn it into a business history account, one that extends beyond the usual “demand-side” factors (in this case, the state of abortion access in Canada between 1969 decriminalization and the 1988 *R. v. Morgentaler* decision; and the very low approval rates by hospital committees in Quebec) to consider “supply-side” factors (the rise of referral agencies; abortion providers in NY state; advertising for this in Canada etc.) This is all framed, as the authors note, in contexts of entrepreneurship and the “language of the marketplace”, which recasts women seeking abortions as ‘consumers’ rather than ‘patients’.

The jury found this article to be very well written, organized, and argued. Its themes also resonate with contemporary trends: US abortion access in post-Dobbs period (in which women in abortion-ban US states currently travelling to states with abortion access, possibly not unlike what Canadian women were doing in early 1970s), as well as the longstanding context of Canada/US cross-border shopping/commerce. Elvins and Parkin bring consumers fully into business history and in this way helps us better understand relationships between businesses and customers. Their transnational approach is also timely and important and make for an outstanding article in Canadian business history.

The annual CBHA/ACHA Best Scholarly Article in Canadian Business History award recognizes outstanding contributions to the field, and welcomes submissions employing any methodological approach. Eligible articles should either focus on Canadian topics or include a Canadian perspective within an international context. Submissions must be written in English or French and published within the year prior to the award.

The CBHA thanks jury members **Dan Robinson** (Western University), **Donica Belisle** (University of Regina) and **Andrew Ross** (Library and Archives Canada) for evaluating this year’s submissions.

About the CBHA: Created in 2015, the CBHA brings together academics from a wide range of disciplines, archivists, and business leaders in the common pursuit of advancing the study and understanding of business history in Canada. Learn more about the CBHA/ACHA at our website, <http://cbha.ca/>