

*[...] he viewed **competitive** capitalism—and not capitalism per se—as producing a vulgar materialism and rapacious business practices that dissolved the bonds of human brotherhood. In a state of ungoverned competition, selfish individuals tried to maximize their profits and thereby impoverished the entire industry. What the American economy needed instead were **new cooperative forms (trusts, pools, monopolies) that would restrain grasping individuals for the general good.** Rockefeller thus tried to reconcile trusts with Christianity, claiming that cooperation would end the egotism and materialism abhorrent to Christian*

[...]

While religion did not lead him to the concept of trusts, it did enable him to invest his vision of cooperation with a powerful moral imperative.¹

¹ Ron Chernow, *TITAN: THE LIFE OF John D. Rockefeller, Sr.*, 2004.