As a way of keeping the skilled staff devoted to his firm, Ford created the $5 wage for an eight-hour workday – this is equivalent to over a $110 as of 2011(Ref-s366502). Nonetheless, the amount was more than twice the amount laborers were making, on average, during the 1914 period (Ref-s366502). As a result, Ford became widely known for a revolutionary concept, which encompassed of the production of a low-cost automobiles by competent laborers who earned consistent wages and worked a five-day, 40-hour working week (Ref-s366502). Outside the business realm, Ford was a staunch pacifist who opposed World War I and even helped in the financial sponsorship of a 'peace ship' to the traditional west (Europe).