## **Document 0336** (ARG) (ARG) (ARG) LTV Steel Co. is boosting the prices of flat rolled steel products hamed:x-c named:x-c (top \_\_\_\_\_ARG2) It is widely expected that they will . LTV 's move marks the first effort by a major steelmaker to counter the free fall in spot prices named:x-c \_ n:x v:e-i-p q:i-h-h ord:i-i-c n:x p:e-u-i q:i-h-h a:e-p n:x \_ v:e-i-p q:i-h-h a:e-p season:x-c p:e-u-i n\_of:x-i n\_of:xs are selling cold rolled sheet steel at about \$ 370 a ton , compared with a peak price of \$ 520 a ton in 1988 \_ v:e-i-p a:e-p v\_cause:e-i-p n\_of:x-i n:x p:e-u-i \_ n:x card:i-i-c p:e-u-i n:x \_ v\_with:e-i-p-i \_ q:i-h-h n:x n\_of:x-i \_ n:x card:i-i-c p:e-u-i n:x p:e-u-i yofc:x-c \_ Second-tier companies are receiving even less per ton . n:x n\_of:x-i \_ v:e-i-p \_ little-few\_a:e-i p:e-u-i n:x \_ LTV confirmed the price-increase plan , saying the move is designed to more accurately reflect the value of products and to named:x-c v\_as:e-i-p q:i-h-h n:x n:x v\_to:e-i-h-i q:i-h-h n:x v\_te-i-i-h comp:e-u-u a:e-e v:e-i-p q:i-h-h n:x p:e-x-i n:x \_ \_ v\_to:e-i-h-i q:i-h-h n:x \_ v:e-i-i-h comp:e-u-u a:e-e v:e-i-p q:i-h-h n:x p:e-x-i n:x \_ \_ v:e-i-p q:i-h-h n:x \_ v:e-i-i-p q:i-hand to put steel on more equal footing with other \_ v.e-i-p-h n:x p:e-u-i comp:e-u-u a\_to:e-p-i n:x p:e-u-i a:e-i [20336010] commodities increased nearly five times as much n:x v\_cause:e-i-p \_ card:i-i-c n\_of:x \_ much-many\_a:e-p \_ , which is a unit of Dallas-based LTV Corp. , noted that steel prices , adjusted for inflation , increased only 1.7 % between 1981 and the fourth quarter of 1988 , \_ \_ v\_id:e-p-i q:i-h-h n\_of:x-i \_ v:e-i-p named:x-c n:x \_ v\_to:e-i-h-i \_ n:x n\_of:x \_ v\_to:e-i-p p:e-u-i n\_of:x-i \_ v:e-i x:e-u card:i-i-c n\_of:x p:e-u-i yofc:x-c \_ q:i-h-h ord:i-i-c n\_of:x-i \_ yofc:x-c \_ x:e-h-h q:i-h-h n\_of:x-i \_ a:e-i a:e-p , steelmakers are trying to invest more to modernize technology and make themselves more competitive n:x \_ v:e-i-h \_ v:e-i-p much-many\_a:e-i \_ x:e-h-h \_ v:e-i-p \_ n:x \_ v\_cause:e-i-h \_ pron:x \_ comp:e-u-u \_ a:e-p (ARGI) analysts say the company is also trying to prevent further price drops n:x v\_to:e-i-h-i q:i-h-h n\_of:x-i \_ a:e-h v:e-i-h \_ v\_from:e-i-p a:e-i-i n\_of:x n\_of:x-i [20336013] Moreover , they note that LTV may be trying to send a signal to major customers , such as Chrysler Corp. and Whirlpool Corp. , that steelmakers need more money a:e-h \_ pron:x v\_to:e-i-h-i \_ named:x-c v\_modal:e-h \_ v:e-i-p q:i-h-h n:x-h p:e-u-i a:e-p n\_of:x-i \_ p:e-u-i p:e-u-i p:e-u-i p:e-u-i named:x-c n:x \_ named:x-c Both companies are in the process of negotiating contracts with LTV and others q:i-h-h n\_of:x-i \_ p:e-u-i q:i-h-h n\_of:x-i \_ v:e-i-p n:x p:e-u-i named:x-c \_ n:x \_ "They { LTV } may believe this can impact contract negotiations and is their signal to the world that now is the time to get tough on prices, "said Peter Marcus, an analyst with PaineWebber Inc. pron:x \_ named:x-c \_ v\_modal:e-h v:e-i-h x:x v\_modal:e-h v:e-i-h in amed:x-c \_ named:x-c \_ named:x-

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