

# JULY 2018











**Sector Seasonalities: Long = (L); Short = (S)**

**Start:** Gold & Silver (L), Transports (S)

**In Play:** Utilities (L), Materials (S)

**Finish:** Oil (L), High-Tech (L), Computer Tech (L),

Banking (S), Natural Gas (S)

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT	SUN
<b>2</b>  <b>1st Trading Day</b> <b>Dow Up 24 of Last 29</b>  Construction Spending ISM Index	<b>3</b>  (Shortened Trading)  Factory Orders Vehicle Sales	<b>4</b>  <b>Independence Day</b> <b>(Market Closed)</b>	<b>5</b>  <b>Market Subject to</b> <b>Elevated Volatility</b> <b>After July 4th</b>  Chain Store Sales FOMC Minutes ISM Non-Mfg. Index	<b>6</b>   ECRI Future Inflation Index Employment Rate Int'l Trade Deficit	<b>7</b>	<b>8</b>
<b>9</b>   Consumer Credit	<b>10</b>  <b>Dow: 1.1%</b> <b>Up 14 Down 7</b> <b>Rank #6</b>	<b>11</b>  <b>Average July Gains Last 21 Years:</b> <b>S&amp;P: 0.7%</b> <b>Up 11 Down 10</b> <b>Rank #6</b>  PPI Wholesale Trade	<b>12</b>   <b>NAS: 1.0%</b> <b>Up 11 Down 10</b> <b>Rank #6</b>  CPI Treasury Budget	<b>13</b>   Import/Export Prices U Mich Consumer Sentiment	<b>14</b>	<b>15</b>
<b>16</b>  <b>First Trading Day</b> <b>Of Expiration Week,</b> <b>Dow Up 11 of Last 15</b>  Business Inventories Retail Sales	<b>17</b>  <b>July is the Best Performing Dow and S&amp;P Month of the Third Quarter,</b> <b>But Beware the "Summer Rally" Hype. Historically the Weakest Rally</b> <b>July Begins NASDAQ's "Worst Four Months"</b>  Industrial Production NAHB Housing Mrkt Index	<b>18</b>  Beige Book Housing Starts	<b>19</b>   Leading Indicators Philadelphia Fed Survey	<b>20</b>   <b>Expiration Day</b> <b>Dow Down 11 of Last 18</b>	<b>21</b>	<b>22</b>
<b>23</b>   Existing Home Sales	<b>24</b>  <b>Week After Expiration Prone to Wild Swings, Dow Up 10 of Last 16,</b> <b>1998 -4.3%, 2002 +3.1%, 2006 +3.2%, 2007 -4.2%, 2009 +4.0%, 2010 +3.2%</b>  Semiconductor Billings	<b>25</b>  New Home Sales	<b>26</b>  Durable Goods	<b>27</b>  GDP - Q2 Advance U Mich Consumer Sentiment	<b>28</b>	<b>29</b>
<b>30</b>   Agricultural Prices Chicago PMI Consumer Confidence Personal Income/Spending	<b>31</b>  ECI	<b>*Tuesdays:</b> Wkly Chain Store Sales & Avg Hrly Earnings <b>*Wednesdays:</b> Oil & Gas Inventories <b>*Thursdays:</b> Weekly Unemployment Report, Wkly Mutual Fund Flows & Weekly Natural Gas Storage Report <b>*Fridays:</b> Weekly Leading Economic Index *Except holidays				

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Bull symbol signifies a favorable day based on the S&P 500 Rising 60% or more of the time on a particular trading day 1997-2017



Bear symbol signifies an unfavorable day based on the S&P 500 Falling 60% or more of the time on a particular trading day 1997-2017