

# JULY 2016













**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
<p>*<b>Tuesdays:</b> Wkly Chain Store Sales &amp; Avg Hrly Earnings            *<b>Wednesdays:</b> Oil &amp; Gas Inventories            *<b>Thursdays:</b> Weekly Unemployment Report, Wkly Mutual Fund Flows &amp; Weekly Natural Gas Storage Report            *<b>Fridays:</b> Weekly Leading Economic Index            *<i>Except holidays</i></p>				<p><b>1</b>   <b>1st Trading Day</b>  <b>Dow Up 22 of Last 27</b></p> <p>Construction Spending            ECRI Future Inflation Index            ISM Index            Vehicle Sales</p>	<b>2</b>	<b>3</b>
<p><b>4</b>   <b>Independence Day</b>  <b>(Market Closed)</b></p> <p>Semiconductor Billings</p>	<p><b>5</b>   <b>Market Subject to Elevated Volatility After July 4th</b></p> <p>Factory Orders</p>	<p><b>6</b>   <b>Dow: 0.9% Up 13 Down 8 Rank #6</b></p> <p>FOMC Minutes            Int'l Trade Deficit            ISM Non-Mfg. Index</p>	<p><b>7</b>   <b>Average July Gains Last 21 Years:</b>  <b>S&amp;P: 0.4% Up 10 Down 11 Rank #7</b></p> <p>Chain Store Sales</p>	<p><b>8</b>   <b>NAS: 0.4% Up 10 Down 11 Rank #9</b></p> <p>Consumer Credit            Employment Rate</p>	<b>9</b>	<b>10</b>
<p><b>11</b>  <b>First Trading Day Of Expiration Week, Dow Up 10 of Last 13</b></p>	<p><b>12</b>  <b>July is the Best Performing Dow and S&amp;P Month of the Third Quarter, But Beware the "Summer Rally" Hype. Historically the Weakest Rally</b></p> <p>Wholesale Trade</p>	<p><b>13</b>   <b>Beige Book</b>  <b>Import/Export Prices</b>  <b>Treasury Budget</b></p>	<p><b>14</b>   <b>PPI</b></p>	<p><b>15</b>   <b>Expiration Day</b>  <b>Dow Down 10 of Last 16</b></p> <p>Business Inventories            CPI            Industrial Production            Retail Sales            U Mich Consumer Sentiment</p>	<b>16</b>	<b>17</b>
<p><b>18</b>  <b>NAHB Housing Mkt Index</b></p>	<p><b>19</b>  <b>Housing Starts</b></p>	<p><b>20</b>   <b>Week After Expiration Prone to Wild Swings, Dow Up 9 of Last 14, 1998 -4.3%, 2002 +3.1%, 2006 +3.2%, 2007 -4.2%, 2009 +4.0%, 2010 +3.2%</b></p>	<p><b>21</b>   <b>Existing Home Sales</b>  <b>Leading Indicators</b>  <b>Philadelphia Fed Survey</b>  <b>SEMI Book to Bill Ratio</b></p>	<b>22</b>	<b>23</b>	<b>24</b>
<p><b>25</b></p>	<p><b>26</b>  <b>Consumer Confidence</b>  <b>New Home Sales</b></p>	<p><b>27</b>  <b>Durable Goods</b>  <b>FOMC Meeting</b></p>	<p><b>28</b>   <b>July Begins NASDAQ's "Worst Four Months"</b></p>	<p><b>29</b>  <b>Agricultural Prices</b>  <b>Chicago PMI</b>  <b>ECI</b>  <b>GDP - Q2 Advance</b>  <b>U Mich Consumer Sentiment</b></p>	<b>30</b>	<b>31</b>

Release dates obtained from sources believed to be reliable. All dates subject to change. © Hirsch Holdings Inc., Stocktradersalmanac.com, All rights reserved.



Bull symbol signifies a favorable day based on the S&P 500 Rising 60% or more of the time on a particular trading day 1995-2015



Bear symbol signifies an unfavorable day based on the S&P 500 Falling 60% or more of the time on a particular trading day 1995-2015