

To Fight Midlife Blues,
Try Mastering
Something Difficult

REVIEW

WSJ

THE WALL STREET JOURNAL WEEKEND

Outdoor Kitchens:
Worth the Splurge?

OFF DUTY

What's
News

Business & Finance

◆ **TikTok parent ByteDance** will lay off staff at its Indonesian e-commerce unit to cut costs in the wake of a deal that let the video-sharing app reopen its online shop in the Southeast Asian country. **B9**

◆ **U.S. stocks ended** mixed, with the S&P 500 slipping from its record, but logging a weekly gain of 1.6%, while the Nasdaq rose to a record and a weekly gain of 3.2%. The Dow shed 0.5% for the week. **B11**

◆ **The French government** offered to buy part of Atos's data and cybersecurity division for the equivalent of \$751.6 million, including debt. **B10**

◆ **Stellantis will shift** production of some electric vehicles away from China in response to higher EU tariffs on Chinese-made EVs. **B9**

◆ **"Roaring Kitty" Keith Gill** disclosed a GameStop stake of nine million shares, a position that would put him in the company of some of the biggest investment institutions. **B11**

◆ **Kirin plans to acquire** Japanese cosmetics and dietary-supplement maker Fanci for more than \$1.4 billion to help expand its health business. **B10**

◆ **Tesco's sales rose** in the first quarter and the grocer backed its guidance for the year, with easing inflation supporting strong volume growth and market share in the U.K. **B9**

World- Wide

◆ **The Supreme Court** in a 6-3 decision threw out a Trump-era ban on bump stocks, finding that the Justice Department exceeded its authority by classifying the device, which modifies a semiautomatic weapon to fire on full auto, as a machine gun. **A1**

◆ **The State Department** levied sanctions on a right-wing Israeli group involved in disrupting Gaza aid deliveries as Washington seeks to avert a deepening humanitarian crisis and tamp down risks of escalating the conflict. **A6**

◆ **The U.S. and other G-7** industrialized nations vowed to push back against a wave of cheap Chinese high-tech products in a coordinated attempt to counter what they consider to be unfair economic competition. **A6**

◆ **A bankruptcy judge** approved the liquidation of Alex Jones's personal assets, with proceeds expected to go to the families of the Sandy Hook shooting victims, but dismissed the chapter 11 case of the corporate owner of Jones's Infowars. **A3**

◆ **South African President** Cyril Ramaphosa was re-elected after the pro-business Democratic Alliance party said it joined the ruling ANC in a national-unity government. **A7**

◆ **Muslim faithful** in the Saudi city of Mecca converged on a vast desert tent camp, officially starting the annual Hajj pilgrimage. **A7**

NOONAN

The dishonorable attack on the Alitos **A13**

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In a G-7 First, Heads of State Meet



SKULL SESSION: Pope Francis and President Biden, a Catholic, talk Friday as leaders of the Group of Seven industrialized nations met in Savelletri, Italy. Francis became the first pontiff to address a G-7 summit, warning of the risks of artificial intelligence. **A6**

Despite Lingering Misgivings, CEOs Give Trump a Fresh Look

When Donald Trump won the presidency in 2016, business leaders flocked to meet with him, hoping to tone down

By *Cara Lombardo,
Dana Mattioli
and Alexander Saeedy*

his trade policies and populist rhetoric while encouraging his business-friendly tax and deregulation agenda. They are flocking to meet

him again. Since Trump vanquished his last major GOP primary foe, more big names from the world of finance have lined up behind him. This past week, a range of chief executives listened carefully as he promised more tax cuts and hedged some of his harshest promises on immigration.

The executives say their willingness to listen to Trump is a combination of frustration with Joe Biden, a growing real-

ization that Trump could win and a desire to shape the Republican's agenda before the election—rather than scrambling to do so after. Many who distanced themselves from Trump after his effort to stay in power despite his 2020 loss, culminating in the Jan. 6, 2021, riot, have softened their criticism of the former president.

Even CEOs such as JPMorgan Chase's Jamie Dimon and Bank of America's Brian Moy-

nihan, who historically avoid making endorsements, have shown signs of warming to Trump's policies or spoken out about Biden's.

Dimon, Moynihan, Citigroup CEO Jane Fraser and Wells Fargo's Charlie Scharf were all

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◆ **Republicans vulnerable on reproductive rights..... A3**
◆ **Trump offers few details in proposed tax overhaul.... A4**

Amazon's Ad Model Pressures Netflix

By **SUZANNE VRANICA**

Amazon.com has thrown a wrench into Netflix's advertising plans.

Netflix is charging less for ads and embracing new offerings such as product placement, according to ad buyers, as the streaming company looks to keep expanding an ad business that faces growing competition.

The streaming ad market was upended earlier this year when Amazon converted its entire Prime Video subscriber base to a new ad-supported version, giving customers a chance to switch back to ad-free streaming for an extra \$2.99 a month.

Prime Video's large ad-supported subscriber base means it has a significant amount of ad inventory that is affecting the negotiations that Netflix, YouTube, TV networks and other streamers are having with advertisers as they commit to buying billions of dollars in commercial time for the coming TV season—a process known as the "upfronts."

The e-commerce company is driving down ad prices for everyone, analysts and ad buyers said. "Earlier this year, a whale named Amazon Prime Video was introduced into the ctv pond," the media analyst Michael Nathanson wrote in a

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Why Democrats Are Losing Small-Town America

Voters in rural North Carolina reflect the mounting challenges facing President Biden in swing states around the U.S.

By **VALERIE BAUERLEIN**

WILSON COUNTY, N.C.—Christy Fyle attended her first Wilson County Republican Party meeting in 2015, held in a backroom at Pup's Steakhouse.

Fewer than a dozen people showed up. They passed a hat to cover rent on the group's post office box.

Less than a decade later, the Wilson County GOP has its own office-park headquarters, \$36,000 in the bank and a voter-tout operation that helped Republicans carry the county in the 2022 midterm elections, including for Senate and state House.

"We're reaching people who've never

been to a Republican event at all," said Fyle, 54 years old. She served as the county's party chair during the local GOP's ascent from 2016 to 2023—growth that has come at the expense of Democrats.

Since 2016, the number of registered Democrats has fallen 19% in rural Wilson County, while unaffiliated voters have grown 33%. Republican registration is largely unchanged, and local GOP leaders say their focus will be turning out their voters in November's presidential election.

The Democratic Party is losing rural vot-

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◆ **Republicans turn focus to Virginia..... A5**

Mexico Gets One More Reason To Argue About the Best Taco

El Califa's new Michelin star has led to some saucy opinions

By **ROBERT P. WALZER**

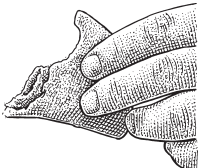
MEXICO CITY—At Mario Hernández Alonso's tiny taco joint, patrons devour piles of \$5 tacos off plastic plates while standing among sidewalk stalls hawking spandex gym skirts and plastic phone covers. It has no tables.

What it does have now is a Michelin star—and the long

lines and strong opinions to match its skyrocketing status. Taqueria El Califa de León last month made history as

the first of Mexico's tens of thousands of taco stands to snag the coveted honor from the French restaurant guide. At 100-square-feet, it ranks among the smallest restaurants to win the distinction. It stands alone

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Hot stuff

Pop Stars' Latest Hits Feel a Lot Like Misses

By **NEIL SHAH**

For pop fans, the first half of 2024 was supposed to be the best ever: Ariana Grande, Billie Eilish and Dua Lipa all came back with much-hyped albums, Taylor Swift and Beyoncé dropped blockbusters in the same window for the first time in 16 years, and even Jennifer Lopez welcomed a new addition to her discography.

As it turns out, "Pop Girl Spring," as some called it, has ended up...kind of meh.

"It all feels forgettable," says Chris Antonacci, a 31-year-old Katy Perry and Rihanna fan.

"None of these releases"—including his personal favorite, Grande's "Eternal Sunshine," which spawned two No. 1 hits—"have been cultural moments."

Pop stars aren't popping like they used to. A striking number of Top-40 artists have fallen flat with tentpole albums, either due to lackluster sales, negative reviews or just a diminished capacity for cutting through the noise and shifting the culture, music-industry executives say. Dua Lipa's latest album, "Radical Optimism," which was released May 3, didn't

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EXCHANGE



CULTURE CLASH

How Southwest is countering an activist-investor attack **B1**