

The logo for 'STIFEL Bits' is centered in a white rectangular box with a dark blue border. The word 'STIFEL' is in a large, dark blue, serif font, and 'Bits' is in a smaller, bold, dark blue, sans-serif font. The background of the entire page is light blue and filled with various food icons in a darker blue color, including spiral rolls, skewers with cubes and olives, and other appetizers.

STIFEL *Bits*

November 19, 2025

The Appetizer

“I’m ‘going quiet.’ Sort of.”

– Warren Buffett, CEO of Berkshire Hathaway, in his annual Thanksgiving letter.

Now, on to the numbers. Drum roll, please ...

- **\$394:** The average **daily rate** at U.S. luxury hotels hit a record high this year – \$168 more than the next-priciest tier.
- **2.4%:** The increase in college and university **undergraduate enrollment** this fall, the third straight year of enrollment growth.
- **\$25.20:** The **average cost** of a cheeseburger meal (burger, fries, and soda) in Chula Vista, California – the most expensive in the continental U.S.
- **75 feet, 11 tons:** The size of this year’s **Rockefeller Center Christmas Tree**, a Norway spruce from East Greenbush, New York, that will be lit on December 3.
- **70%:** The percentage of participants in a USC study that rated ChatGPT’s **jokes funnier** than human ones.

Dig In

Housing Checkup

The housing market has been in a deep freeze. Rates are high, inventories are tight, and prices still haven't gotten the memo about "cooling inflation." Enter a new plot twist: the 50-year mortgage.

Since the standard is 30 years, stretching payments over five decades could lower monthly bills and pull more buyers into the market. The catch? Slower equity building and a much higher total interest tab. Interesting idea? Sure. Magic fix? Probably not. But for some, it still beats paying rent forever – and at least your check goes toward your roof, not your landlord's.

If you're thinking about buying, start with your credit score. It's built from five ingredients: payment history, balances owed, credit age, new credit, and mix of accounts. Paying on time and keeping balances low are instant wins.

Homeownership brings trade-offs – stability and equity on one side; repairs, taxes, and less flexibility on the other. The big question: How much home can you really afford? Our [NextGen Investor Handbook](#) breaks it all down, from debt ratios to hidden costs. Whether it's 30 years or 50, it pays to know your numbers before picking your porch.

Weekly Specials

Once upon a grind, Americans slogged six days, 12 hours a pop – overtime meant "extra misery." Then came the Eight Hour Movement: "Eight for work, eight for rest, eight for fun." In 1938, the Fair Labor Standards Act locked it in. So, [40-hour workweeks](#) stuck. But me? I'm campaigning for 30: six for work, eight for fabulous, 10 for sleep – because beauty rest is non-negotiable.

Migrating sounds brutal – unless you're a [sucker fish](#). These freeloaders hitch rides on humpback whales cruising Australia's "humpback highway," swapping icy Antarctic waters for Queensland's tropical vibes. Safer, easier, and way less exhausting than swimming solo. When whales vanish, they cling to manta rays, dolphins – or unlucky scuba divers.

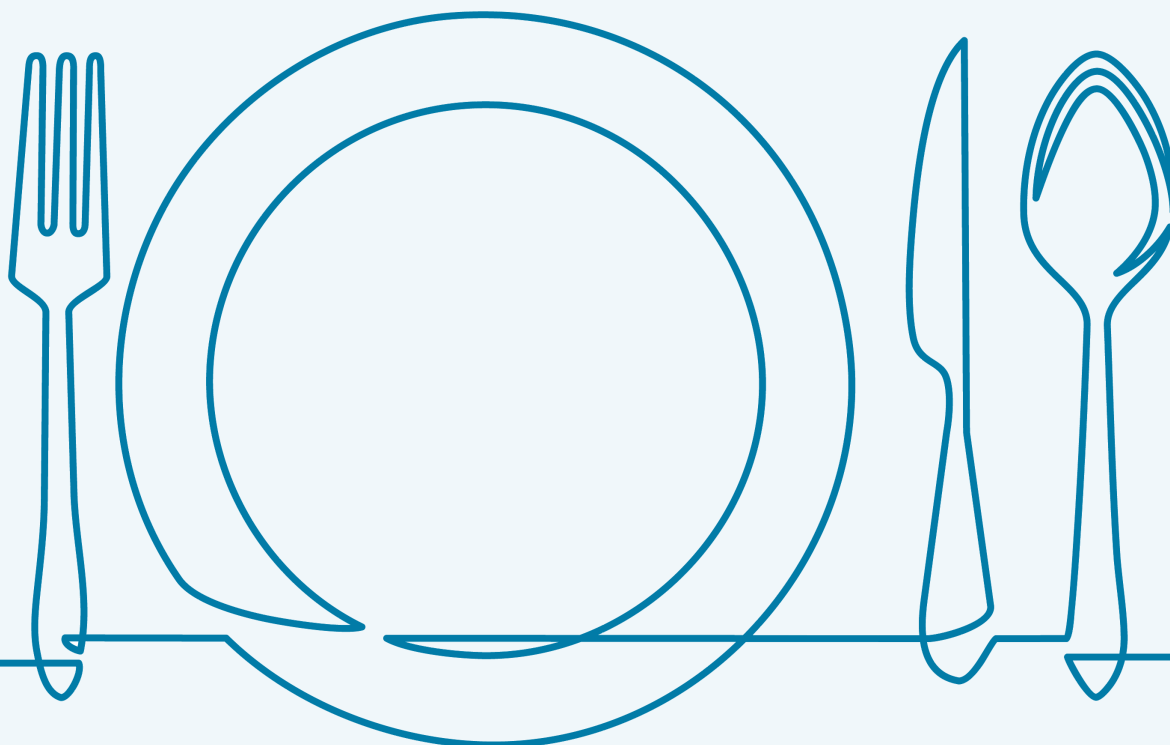
Tears pooled in my Italian eyes writing this ... fusilli and macaroni might vanish from U.S. shelves, tariffs totaling 107% turn Italian [pasta into a diplomatic weapon](#). Stock up – or learn to twirl rice. Perché, America? Perché?

Matthew McConaughey and Michael Caine [are lending their voices](#) – literally – to artificial intelligence (AI). McConaughey invests in ElevenLabs and uses its tech to deliver his newsletter in Spanish, in his own voice. Caine joins the Iconic Voice Marketplace, letting creators license his legendary tone.

After 43 days, the [government shutdown ended last week](#). The GOP-led House passed a spending bill, and President Trump signed it Wednesday night. The package funds the government through January 30 and provides full-year funding for agriculture, military construction, and the legislative branch. Relief – for now.

Corporate Lunch

- The last time **Stephen Curry** rocked **Nike** sneakers, LeBron James was on the Miami Heat. That's set to change after Curry ended his 12-year partnership with **Under Armour**.
- Gen Z's skipping grain bowls but **dropping cash** on **Kate Spade** and **Coach**. Apparently, carbs are out, but leather's still in.
- **Visa** and **Mastercard** call a truce, but trade groups say the **math** doesn't add up for merchants.
- **McDonald's** brings back the McRib, turning your lunch into a **four-decade-long** fandom reunion. Sauce up, legends.
- **SoftBank** cashes out about **\$5.8 billion** in Nvidia shares to go all-in on OpenAI ... chips out, chatbots in.
- **Disney** sails into sequel season. A **seventh cruise ship** joins the fleet, complete with heroes, villains, and probably at least one Frozen singalong at sea.
- **Novartis** acquires Avidity for \$12 billion, proving RNA is the new **protein** when it comes to muscle health.
- **Netflix** turns nostalgia into an experience at the "Netflix House" with a **red envelope** entrance and rooms inspired by its biggest shows and stories.



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