3. Dallas by Ucaoimhu

(Solve only after solving Puzzles 1 and 2.)

One TV show debuting in the late '70s was a hit more or less nationwide; correspondingly, in this puzzle (where Y is always a consonant and all shifts are Caesar shifts):

- **A.** In each of four clue answers, before entry, the *first* consonant must shift by 1, and any *other* consonants must shift by -1. (Each such clue contains a noncryptic clue to its entry.)
- **B.** Sixteen clues (four for each time zone's biggest market) must change before solving:
- **1. N. Y. C.** In one word, one or more letters shift; the *preceding* word says *which* letters, and the *following* 1–3 words say *how* to shift.
- **2.** Chicago. Befitting windy Chi, every three-letter word winds (that is, turns around).
- **3. Phoenix.** After any letter in PHX, the next letter is reborn as an egg.
- **4.** LA. You can discern three **4**-letter pieces; in each, letter 1 shifts by **–4** and letter 2 becomes (or remains) L if a consonant, A if a vowel.
- D 10 E F 12 G H 13 15 14 16 I 17 J 18 20 21 K L 23 M N 24 25
- **C.** The wordplay in each of the eight remaining clues (all of which are Across) will yield a letter string in which *each word* in the answer has an incorrect letter. Then:
- **i.** For each incorrect letter in the C–O range, shade the square in that same grid column that is in the row the letter indicates. The shaded letters (read in a certain order) will describe the three divisions of the moneymaking enterprise the show depicted, and if the shading is darkened the grid will show what separated them.
- **ii.** For the incorrect letters *not* in the C–O range, in clue order, the correct letters will give the proper name for anyone originally in the first division (which would appear to be connected with the Cowboys) and the incorrect letters will describe those in the second division (and indicate another team entirely).
- **iii.** Finally, to find the man on top, take and orient (as per the answers to these eight clues) two proper nouns that you extracted in puzzles 1 and 2 respectively, to get a twelve-letter string; then apply the five changes from A and B in order (you must respace your string before B1 and B4) to get a surname (seen in a more commonly used form elsewhere on this page). Or just read, in clue order, the last letter of each A clue and the *n*th letter of each B*n* clue to get a possibly more helpful description.

ACROSS

- 1. Nonimaginary ocean and land (4)
- 3. Hollow Nerf moose Sheriff Taylor gives the monicker of (5 3)
- 9. Notes also written B B A finally appear on paper (7)
- 10. Turn to icy cabs after alternative items evaporate/spill (3 2)
- 11. Newspaper that's not extra reliable unveiled "Jess Goes Gaga" (5)
- 12. Tangible props from a video game feed almost 75% less suppressive of nerdiness at its center (7)
- 13. Error a duo of panderers regret about a spat once dominated by

- royal hunches (6)
- 15. Quiet fruit company employing quiet folks (6)
- 18. Hathaway keeps painting or etching words after *Henry IV* (4 3)
- 20. Deny kin that's glad whip chiefly follows leader in Maltese capital (5)
- 22. Observing just the four trailers: *Conga 2* and 7/10 and *A Bit More* and *Chilling* (2 3)
- 23. Brash nobleman embraces war (7)
- 24. Alternative to one throat, but not a chest, being bared (3 5)
- 25. Hawkeye State meets 100-kilo football player (4)

DOWN

- 1. Noshing a bit of everything, open up *Four Weddings and a Funeral*, for example (5)
- 2. Ant given some ancient Sumerians' heme is rejecting (say) punches made from mammalian tissue (7)
- 4. Sith Substitute is a lazy Kerr hit (6)
- 5. Greek Dawn & Theo near pit of gel nixing each bro- or beauty-lover (7)
- 6. Pentad of (foo!) FX I, Ari, name on a "terminal" video game installment after net similarly numbered sequels in abbreviated form (2 3, *abbr*.)
- 7. Exclusively claim *By first looking ahead twice eight up front will get camper* to support legal thing (7)
- 8. Fuss and poke at edges of unfair photo of something just, maybe (4)
- 13. Uncloaked flexer weirdly snaring £0.01 islet's shires use (7)
- 14. Obtaining right pols 12 in. from one political group (3-4)
- 16. German adult captivated by tune thus originally altered rime for an ancient supercontinent (7)
- 17. A photo intro to Bus 11 in a film like *Sad Boot*, that is (6)
- 19. Blazing hat deity I see exercising energy demonstrates heist (5)
- 20. Drop pivotal drop of extra sun (4)
- 21. Kyle's facing Dot & Kay, ignoring each pot film maker (5)